## WatchWorld

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Baume & Mercier Clifton 8-Day Power Reserve - page 20 -

URBAN
JÜRGENSEN
comes back
home to
Denmark



Jaeger-LeCoultre Master Calendar Meteorite SWEDISH ROCK!



Volume 10 – issue 34, 2015 SEK 69,00 NOK 69,00 DK 59,00 Fi  $\in$  6,95









#### Portugieser Perpetual Calendar.

Ref. 5034: Real icons have a special story to tell. And what was true of the great Portuguese seafarers also applies to IWC's own Portugieser. After all, the history of its genesis bears the stamp of courageous innovation and watchmaking expertise at its best. Seventy-five years ago, two Portuguese businessmen approached IWC requesting a wristwatch with the precision of a marine chronometer. In response, IWC's watchmakers took the unprecedented step of housing a hunter pocket watch movement in a wristwatch case. In so doing, they founded a watch family whose timeless elegance, sophisticated technology and unmatched complexity have been a source of wonderment ever since. The

movement itself is visible through a transparent sapphire glass back cover that provides an unimpeded view of the IWC-manufactured 52000 calibre's impressive precision. The watch's complexity is eloquently expressed by the perpetual calendar, whose functions can all be adjusted simply by turning the crown. And just as observing the star-studded heavens can guide a ship safely to harbour, a glance at the perpetual calendar and the moon phase display navigate the wearer safely through the complexities of time. This, in a nutshell, is how 75 years of watchmaking history became an icon of haute horlogerie. And how, thanks to its unique blend of perfection and timeless elegance, it has become a legend in its own time.







THE SWAN – 2009 / Double Tourbillon 30" Technique Greubel Forsey

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Robert Greubel & Stephen Forsey





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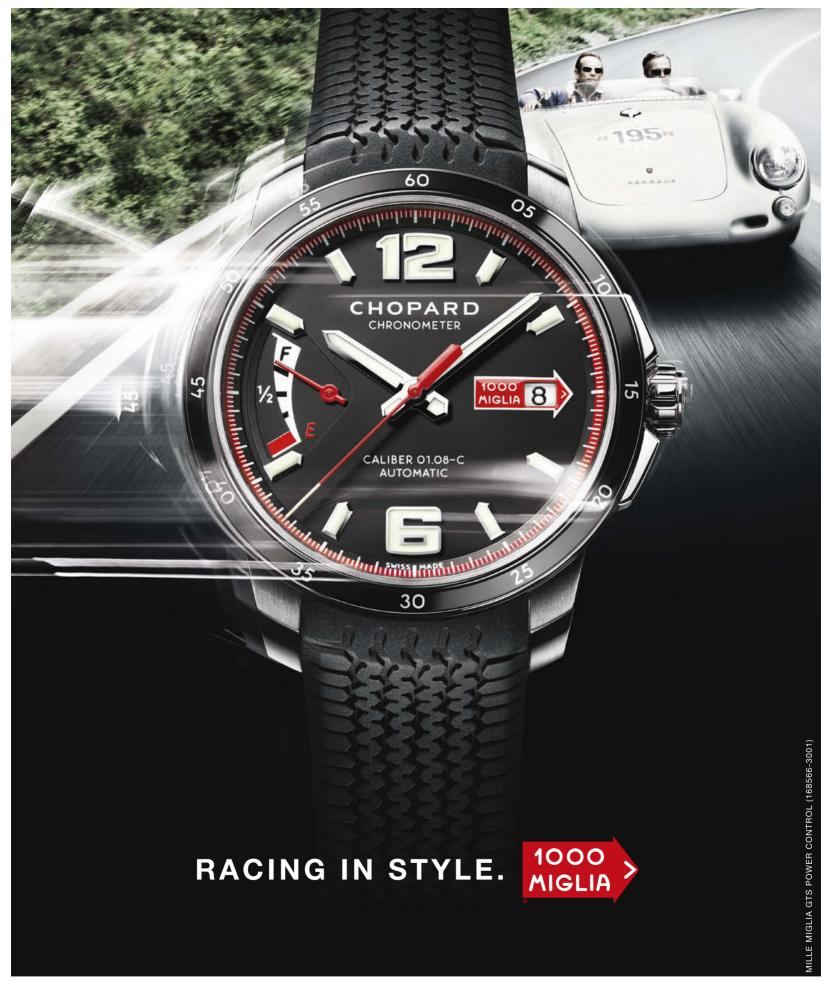
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Thopard Shopard

## KAREL HUBERT

1949 - 2015



Here at 0024 Horloges we deal with time on a daily basis. Normally it@something that we enjoy, but right now we are hating time. We desperately want to turn back time because one of our founders, former Editor-in-Chief Karel Hubert, passed away much too early at the age of 65 and we are missing him too much. It was his own decision to end his time here on earth and we respect that. But all we really want to do is to turn back time so we can once again enjoy his incredible anecdotes, his pithy one-liners and his past and recent rascally exploits, or listen to him talk about an as-yet unknown singer-songwriter he discovered somewhere in a one-horse town in the depths of Alabama.

Karel Hubert – respected writer, motoring and watch journalist, advertising man, observer of life and provocateur pur sang – was a fickle man, but also a charming rebel and a charismatic individual. A homo universalis, who understood about the good and bad things in life and the sense and nonsense of watches. Karel was able to make you cry or laugh out loud, make you a wiser person and even anger you with the words he wrote. Fortunately for all of us, he wrote millions of words. So whenever we miss him we can pull out one of his many books, columns or articles and stop time for just a little while. Thanks Karel, for all your words and for being who you were. Now stop time.

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## Watchspotting

lain, boat and trainspotters: I get it. No, I don® make myself comfortable near airfields, railways and shipping routes with camera and notepad or laptop at the ready, but I am definitely a spotter. A watch spotter that is, with a nudge to Trainspotting, the cult movie whose title refers to a junkie watching his train wallpaper in his childhood bedroom, but that's an aside. So: watch-spotting is my thing and I do it all the time and wherever I am. When I®n watching TV - I spot Charlie Sheen wearing a Patek Philippe in a repeat of Two and a Half Man and I find myself chuckling, not at the corny jokes but because of the fact that I®n spotting a Patek - when I®n eating in a restaurant - to the serious displeasure of my dinner companion who is feeling neglected - when

Ion on a plane - the fellow passenger can feel eyes on him, but strangely enough on his wrist rather than the back of his neck.

I find flying irritating for several reasons - it takes a lot of time just to get to the airport and on board, it is always too cold or too hot on the plane and the KLM snacks are pathetic - but there is one reason I think it® fantastic: watchspotting.

It starts with a warm-up round past the watches in the glass cases at the airport - the comprehensive collection of watches at the modest Geneva airport gives me lots of pleasure every time - and then moves to the seats in the gate waiting area. Spying on others, looking around discreetly, assessing, another look. During my most recent flight from Geneva back to Amsterdam I spotted two Rolexes – a GMT Master II and an Explorer I - plus a brand-new IWC Portugieser Annual Calendar with a blue dial. Incidentally, that IWC is a watch that invites you to do more than just spotting. An IWC wearer has usually made the decision with his head and his heart, and is quite willing to talk about it to like-minded people. Some brands invite discussion,

whereas other brands say everything there is to say with their flamboyant look.

Of all the watches I have spotted there are two that I remember the clearest: a Royal Oak Tourbillon that I spotted - a jaw-dropping moment - when I was pushing my way through business class trying to get to economy and the yellow gold Cartier Santos 100 Chronograph with brown alligator strap with staples. Yes, staples. The owner of this chunky watch had punched two staples through the strap so it wouldn® keep sliding

through the clasp. The watch contained just a little too much heavy metal for the strap system, so the staples were there to stop the annoying sliding of the strap. Although inventive and intriguing it did not result in a conversation. But my watchspotting continues unabated - Ion sure you know how that goes.



"Some brands invite discussion, whereas other brands say everything there is to say with their flamboyant look"











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#### **BASELWORLD 2015**

of information about the latest at BaselWorld by brands from Alpina to Zenith. We also take a closer look at four very special watches that we picked out. The 'Club of 40' features watch models that have adjusted the case size to exactly 40mm. You will also be able to see BaselWorld through Instagram eyes and we give you a retrospective: BaselWorld 2015 was once again a huge spectacle.

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WATCHES & JEWELRY STOCKHOLM | VÄSTERÅS WWW.NYMANSUR.COM







Now don't dismiss this as just another chronograph bearing the name of a celebrity. This 'AP' is the chrono of all chronos! The Laptimer Michael Schumacher is a milestone in haute horlogerie.



#### Specs:

Laptimer Chronograph dual central seconds hand, flyback, 30-minute counter, small seconds, hours and minutes. 44mm case of forged carbon, convex anti-glare sapphire crystal, titanium case back and bezel, ceramic crown with rose gold details, featuring the MS logo on the black ceramic pusher for the lap timer at 9 o clock.

Thickness of movement: 12.7mm
Frequency: 28,800 vph
Power reserve: 80 hours
No. of components: 413

Limited edition of 221 (the number of Grand Prix in which Schumacher scored points)

Price: in excess of 200,000 euro

Unfortunately the seven time Formula One world champion is unable to attend the presentation with the watch bearing his name. He is still suffering from the effects of his skiing accident, but Michael Schumacher's agent, Sabine Kehm, remains hopeful about his recovery process: "He has never been one to give up, as evidenced by his impressive list of achievements. We all remain positive. So let@raise a glass to Michael because the Laptimer is definitely a great occasion." The Laptimer is an idea of the German champion, which he discussed with the manufacture in Le Brassus in 2010. Together with his good friend Jean Todt (formerly the head honcho at Ferrari, now FIA boss and always a lover of watches) Schumacher was visiting Audemars Piguet CEO François-Henry Bennahmias and technical master brain Julio Papi from Renaud et Papi. The retired racing driver indicated that he would like to have a mechanical chronograph that could record and remember lap times. The lap starts and the chronograph is started. After a round of, say, 51 seconds, the time recording stops but the next recording is started immediately while the first lap time remains visible on the watch. Is that possible? Julio Papi immediately said "yes!", but was initially unable to answer the question how he would realise this. The eventual solution is a (still) secret mechanism that ensures that no time is lost upon starting the time recordings, otherwise the discrepancies would be compounded in subsequent time recordings.

A suggestion from a customer that materialises in a record-breaking watch. It seems the days of Henry Graves and James Ward Packard are being revisited. In their mutual rivalry to possess the most complicated pocket watch they pushed the technicians at Patek Philippe to unheard-of heights, and Michael Schumacher did the same at AP. It® a comparison Bennahmias can live with: "The Royal Oak Concept Laptimer Michael Schumacher is the 21st-century version of the Henry Graves Supercomplication. He had had the idea for some time and apparently he was confident that we would actually be able to realise it. It took us a while, but we did it. It® really three chronographs in one. With this watch it is possible to constantly record and read new lap times, mark a reference time while new time recordings are being made, but it also functions as a standard chronograph." The two central seconds hands that alternately revolve, stop, rest, fly back and start again create a mechanical ballet without equal.

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#### **BAUME & MERCIER Clifton 8-Day Power Reserve**

Accessibility and history are by no means mutually exclusive. Baume & Mercier has a reputation to maintain when it comes to accessible luxury and has a history that goes back 185 years. That makes the brand one of the oldest houses in the watch world. Because of the limited edition and the 16,000 euro price ticket the 185 copies that will be made of the Clifton 8-Day Power Reserve are perhaps somewhat less accessible than the regular models, but this anniversary model does fit in with an exclusive series that started in 2013 with the Clifton 1830 followed by the Clifton Tourbillon of 2014. The 45.5mm rose gold case, alternately polished and brushed, and the convex dial that harmonises beautifully with the shape of the sapphire crystal pay a classic tribute to the heritage of the watch house. The hand-wound movement used for the watch, with its 8-day power reserve, is IWC's sizeable 59210 calibre. You could call that the cherry on the birthday cake.



#### **PARMIGIANI FLEURIER**

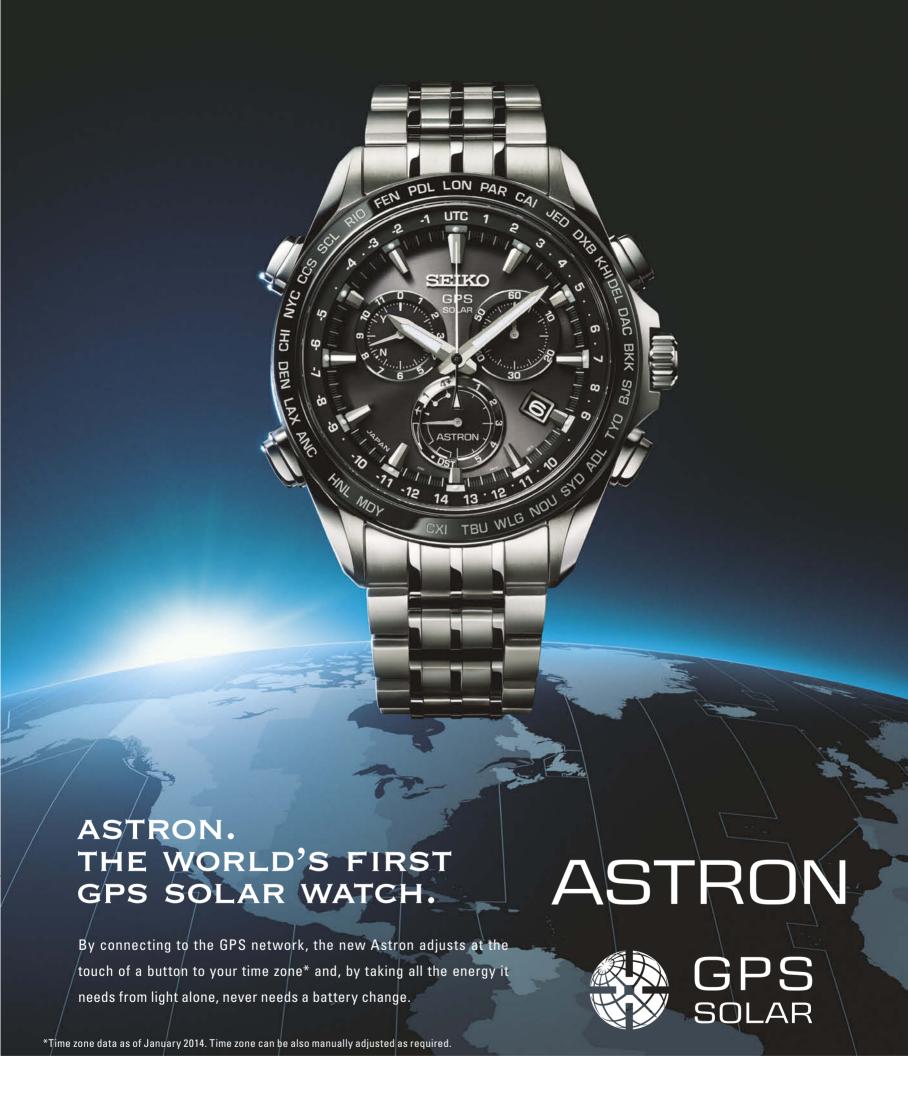
### Bugatti Mythe, Revelation and Victoire

The incomparable Bugatti 370 – the vertical construction of the movement in this watch remains a constant source of amazement – is the basis for three anniversary models. The 10-year-old collaboration between the illustrious car brand and the haute horlogerie manufacture from Fleurier gets additional splendour with the presentation of the limited edition Bugatti Mythe, Bugatti Victoire and Bugatti Révélation. Three watches, three themes. The Mythe highlights the traditional craftsmanship aspect, the Révélation searches for and discovers the link between car and watch in external appearances and the Victoire captures the sense of power and speed that is inextricably associated with Bugatti. Without a doubt, incredible creations and therefore incredibly fascinating, too.



A cabriolet for the wrist. With the Amadeo concept Bovet has a collection that can be worn on the wrist, in the vest pocket or on a pendant, and can even be put on a table. Much more versatile than a cabriolet, therefore; after all, that can only open and close. You see a table clock and a watch, but in fact you are only looking at the Amadeo Fleurier 43 Monsieur Bovet. Because not only can an Amadeo be used in different ways -as the watch is reversible there are also two dials. The basis is the Virtuoso II calibre with a 7-day power reserve realised by a single spring barrel and a frequency of 21,600 vibrations per hour. The hours, minutes and seconds and sub-seconds can be seen via a patented co-axial system and a power reserve indicator.





### SEIKO

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#### An architectural **SERPENTI**

The Serpenti by Bulgari is a swirling and curving style icon. Born in 1960, the creation grew into a symbol of opulence. Highly renowned modern architect Zaha Hadid designed a Serpenti installation especially for the Design Week in Milan. In addition to the architect, Bulgari's CEO Jean-Christophe Babin, actress Nastassja Kinski, architect and designer Philippe Starck, artist Francesco Vezzoli and architect and designer Antonio Citterio were there when the creation was revealed in the garden of the Bulgari Hotel.

Picture: Getty Images for Bulgari



reddot award 2015 winner

#### A red dot for **ARMIN STROM**

And the 2015 Red Dot Design Award goes to... To quite a few designs, actually, but Armin Strom also received an internationally recognised award, as the steel Skeleton Pure Water managed to get the first prize in the watch category. The modern skeletonised watch adopts a less-is-more approach that still manages to look flamboyant and technical. The three-dimensionality of the design  $% \left\{ 1\right\} =\left\{ 1\right\} =\left$ and the use of colour do the rest. The winning watch will be displayed in the Red Dot Design Museum in the German town of Essen this coming year, but it is also for sale to mere mortals. With a Red Dot on the packaging.

#### **ALPINA** in the Himalayas

An alp atop a Himalayan mountain top? Sounds impossible, yet it happened. On 24 February Alpina athlete and brand ambassador Patrick Sweeney reached the Everest Base Camp, making him the first person who officially reached the 5180m location on a mountain bike. The tiring trek to the record location, which started off in Lukla in Nepal, took six days.





GRAVITYMASTER

**Aviation Watches** 

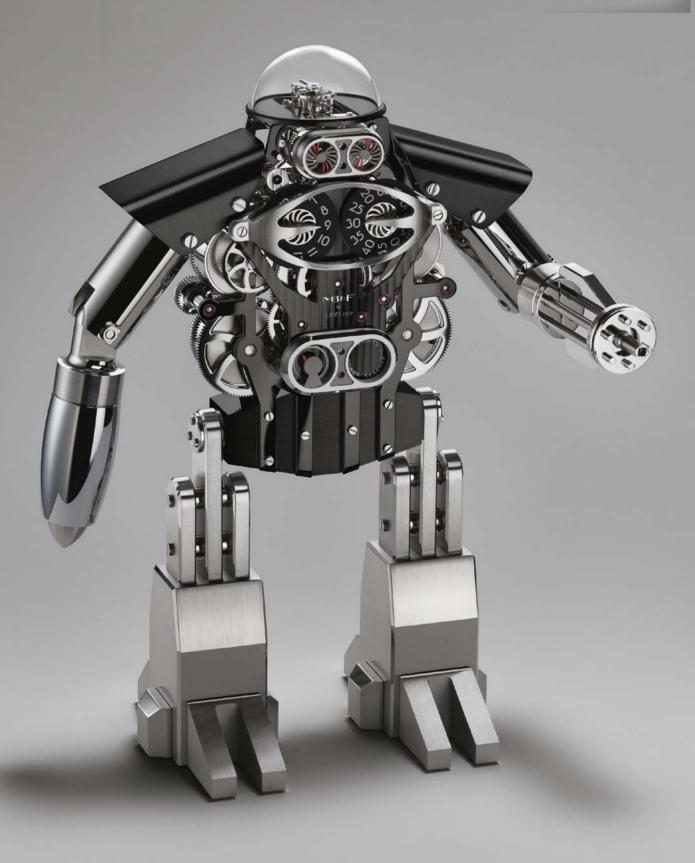


### Professional direction

GRAVITYMASTER GA-1000 A watch delivering not only the precise time, but also the precise direction! By pressing the button at the 9 o'clock position the watch immediately goes to the Digital Compass Mode. Continual direction readings can be taken for 20 seconds, during which the second hand points to north. It's easy to take control!



You don® celebrate a decade of MB&F with a special watch. Those who are somewhat familiar with what drives founder Maximilian Büsser know that a watch is much too ordinary. The anniversary will be a many splendored thing with the aid of an object that is the direct source of inspiration for the idiosyncratic MB&F brand: a robot. As a child Büsser always wanted a robot as a friend and now, as an eternally young-at-heart adult, he has managed to build such a friend. Together with the Swiss clock experts of L'Epée 1839 Büsser constructed a kinetic robot from 480 components and named it Melchior. The armoured Melchior is just the kind of friend you want on your side when you are battling the dark forces of the universe! By the way, Melchior has disguised himself as a table clock. He 'blinks' his eyes at 20-second intervals, the time can be read on his chest and his brain is the regulating body of the movement. The removable weapon on his left arm serves to wind and adjust the movement. Ninety-nine Melchiors will be produced and both a light and a dark version, with black PVD components, are available.







#### MANERO POWERRESERVE

The Manero PowerReserve indicates how much energy it has available at all times. Incorporating a power reserve display and the highly accurate CFB A1011 Manufacture movement, this timepiece combines excellent functionality with sophisticated technology. In its design, classical and modern elements complement one another to give a watch an eye-catchingly expressive appearance.



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## 1981

# Omni Voice-Master CHATTERBOX

he Google and Intel logos were very prominentat the TAG Heuer stand (no watch, and it still hasn® been presented, only announced) and those who continued through the vast halls of BaselWorld could see, for example, a press conference at Gucci where pop idol will.i.am was explaining - but not yet presenting - a collaboration for the development of a smart watch. And the shadow of Apple clouded all the exhibitors. The fear that smart watches would finish what the first quartz watches started but failed to complete (wiping out the art of mechanical watchmaking) was tangible.

However, that fear appears to be unfounded and definitely not comparable to the quartz danger, which was averted very cleverly.

Mechanical function became luxury emotion and quartz stepped into the functional vacuum. By their very nature smart watches are also functional. Even the mass produced watch made by image brand Apple is largely functional. Impressing the wearer with astonishing applications is a temporary whim rather than a long-term or even eternal passion. Even a talking watch from 1981 did not leave a lasting impression. Or do you remember the 1981 Voice-Master made by Personal Electronics Inc. in Hong Kong?

#### The Empire Strikes Back

The digital Omni Voice-Master with LCD screen tells the wearer what time it is and is also equipped with an alarm and a chronograph. In other words, a quartz minute repeater, really. One with a robotic voice. That voice was made possible thanks to speech synthesis and was far ahead of its time. The vocal sounds did not come from a memory but were generated by the watch on the spot. In a time when 'Star Wars: The Empire Strikes Back' was being

0024 WatchWorld looks back to the past, when innovative watches were being created that proved to have great influence on the development of the watch industry. We follow the trail of these milestones by reminiscing with the use of old advertising campaigns. In this eighth episode we would like to take you back to 1981, when the first talking watch was produced, the Omni Voice-Master. Exactly how smart was this watch?

shown in cinemas this was the essence of cool. Incidentally, the Voice-Master was quite the chatterbox because the alarm also had a snooze function that would admonish the wearer if he or she did not respond to the alarm within 5 minutes. "Attention please; it's (... o'clock). Please hurry," the watch would say in a serious tone of voice. When the chronograph was activated the Voice-Masterwould speak as well. During the time recording the watch would announce the elapsed time every 5 minutes. And all that for just 99 dollars! A price that, if converted into today@value, would be similar to modern smart watches made by Samsung, Pebble or Sony, for example.

Despite the revolutionary robotic voice and the reasonable price the Omni Voice-Master

did not turn out to be a timeless watch. Even the 20 seconds of the Minuet by Boccherini, played after the time was announced, could not alter that fact. Even the multifunctionality of the steel watch, which could also be used as a pocket watch or a small table clock, did not turn the Voice-Master into an icon; more of a quirk. Thirty-four years from now will we be writing a similar piece about the smart watches that are appearing right now? Perhaps. But one thing is certain, we will still be writing about mechanical watches with admiration and love. P.S. For eternal Star Wars fans who are getting ready for the imminent new trilogy or for fanatical quartz collectors it may be useful to remind you that Voice-Masters can still be found for sale on the internet for around 375 euro. ■

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## Now a word from the world's first talking watch!

World's First! You heard it first folks, right from the watch's mouth! A watch that really "tells" you the time to the exact minute in A.M. or P.M. This new dimension in "telling" time is totally electronic and solid state with no moving parts. The Voice-Master is not a tape player. A human voice is "simulated" using a new technology called "voice synthesis." Three integrated circuits store the voice wavelength code and release it through the mini-speaker whenever the Voice-Master

Talking Time
With one push of the
Voice-Master's speak button
the watch will announce the time in hours, minutes, and either A.M. or P.M. At your option the watch will tell you the time on the hour and halfhour automatically. It also has a large visual LCD display of the hours, minutes and seconds.

#### Snooze Alarm

This feature allows you to receive wake-up calls from the

Voice-Master. First it plays 5 tones, then the voice announces the time; which is followed by 20 seconds of melody (Boccherinis Minuet). Next the special snooze feature will warn you that another 5 minutes has elasped. The voice says: "Attention please; it's (the time). Please hurry," and then plays 20 seconds of melody. This can also be repeated after another 5 minutes.

Daily Alarm

Set the alarm for appointments, lunch, etc., anytime of the day. The watch plays a musical tone, announces the time and then plays 20 seconds of melody.

Chronograph

This feature allows you to time events up to 9 hours and 59 minutes with a voice announcement of elasped time every 5 minutes or at your command.

Accessories

The Voice-Master is designed so well it's actually a 3-in-1 time piece. It can be worn like an ordinary wristwatch with a fully adjustable stainless steel band or remove the band, attach the enclosed chain, and it becomes a pocket watch with case. Mounted on the enclosed stand, it becomes a miniature clock for desk or auto dashboard. This wonder-

watch is gift boxed with all accessories included.

The Voice-Master carries a full one-year manufacturer's varranty against defects in parts and workmanship.



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Jaeger-LeCoultre shows a particular interest in the heavens above this year. The fascination with the movements of the heavenly bodies materialises in a watch with a meteorite dial. A stone found in Sweden.

t the SIHH 2015 Jaeger-LeCoultre displayed a watch model with a face cut from a meteorite. The Swiss could not pronounce the name of the meteorite's place of impact so at press information they asked me for help. It was quite impossible to utter the name, which is derived from both Sami and Finnish, with far too many vowels. The press conference made me curious about what kind of place it was. The only thing JLC could tell me was that it was located above the Arctic Circle and was called Muonionalusta.

"Meteorites are most often splinters from collisions between asteroids that have come off course"

This is not the first watch model to contain a piece of a meteorite. Rolex, for example, produced the model Daytona with a face made from a meteorite that was found in Namibia in 1838. This meteorite has been used as material

for watch faces or details on watch faces by several watch makers: Corum, Omega, Arnold & Son and Bovet are just a few of those who have made use of this legendary material from outer space.

The fascination for meteorite as a material increased several hundred-fold following the film Armageddon (1998), in which Willie Bob Thornton and Bruce Willis saved the world. The plot is based on the story of how a gigantic asteroid, as big as the state of Texas, is hurtling on collision course towards Earth at a speed of 35,000 km an hour. In order to prevent the catastrophe, the head of NASA employs the services of the world's leading oil driller, the only one up for the task. He and his men have to spend twelve intensive days training to become astronauts and more importantly - to save the planet...

oo24 WatchWorld phoned Thomas Österberg, who knows all there is to know about the meteorite in Muonionalusta and who tells us: "I got interested in the history of the Muo-

nionalusta meteorite over 10 years ago. My first visit to the area was in 2002. The town of Muonionalusta is situated north of the Arctic Circle not far from Pajala on the border with Finland and it was in 1006 when the first piece of the meteorite was found there. There soon won't be anything left of it. People started 'plundering' after Armageddon and a lot of it disappeared over the border. "

In literature the meteorite was first described in 1910 by Professor AG Högbom, who named it 'Muonionalusta', after a place in the vicinity near the River Muonio. It has been studied closely and is presumed to be the oldest meteorite known to mankind, the oldest discovered meteorite that fell to earth during the Quaternary Period, which is approximately one million years ago. Hence it has survived four ice ages and originally stems from an impact in space that occurred hundreds of millions of years ago. The fact that it was found at all is thanks to two children, who in 1906, while tending their family's cattle, started to kick some stones lying on the ground. One of them stubbed his toe on something 'mega-heavy' and they took the rusty old object home with them to town. This was later identified as an iron meteorite.

During the 1950s the local population was urged to look for meteorites in the area and several pieces were discovered - some of them extremely large, each weighing over a tonne. One of these is on show in a museum in Prague. There is a story of how a stone cross which had earlier been placed near Muodoslompolo had caught fast in 1989 because of something resembling soft iron. Two pieces were discovered and were able to be saved before being crushed. Meteorites or meteor rocks are solid bodies of extra-terrestrial origin that catch fire and can split up in the earth's atmosphere before falling to the earth's surface.

When the object is still in space it is called a meteoroid. When it enters the earth's atmosphere and is slowed down by air resistance a flash of light is formed, called a shooting star. If the object does not burn up completely in the atmosphere and therefore manages to reach the earth's surface, it is known as a meteorite. Meteorites can 'impact' and can, if they are big enough, form enormous craters, a good example of which is the Swedish lake Siljan. Meteorites are most often splinters from collisions between asteroids that have come off course.

I called Eger Space Rock in Germany, which is one of two companies that have successfully cut watch faces from meteorite material. Unfortunately, I wasn't able to get in touch with the owner but was informed by his Swedish contact person that in the manufacturing of these watch faces two out of three had to be thrown away as the material was so sensitive to work with. I also learned that since there had been a little looting of the meteorites in the area around Pajala, access was becoming more restricted and they were not likely to get any more. I also spoke with a knife maker in southern Sweden who uses the material to make handles for his knives and he told me that he too was affected by the dwindling access.

The Jaeger-LeCoultre's Master Calendar watch, with a face cut from pieces of the meteorite that was first found in 1906, has a watch case in rose gold, measures 39 mm in diameter and contains was the favourite stone of the royal households in the monarchies of old. The mineral is also said to have curative powers and is ideal for use



JAEGER-LECOULTRE

### What is the most popular Franck Muller?

## CASABLANCA, OR **RATHER LONG ISLAND?**



Watches with individual faces. The vast majority of watches have a round 'face' and, for that reason alone, cannot really be called individualistic. The watches made by Franck Muller definitely have their own identity, as the young watch house is easily recognised by - mostly - nonround models and of course the graceful Art Deco numerals on the dial. But which tonneaushaped, rectangular or square Franck Muller is the most popular? We asked Chronolytics to find out.



Casablanca

# TOP

THE FRANCK MULLER MODELS MOST SEARCHED FOR ON CHRONO24.COM IN EUROPE, MEASURED IN THE FIRST OUARTER OF 2015

atchmakers who establish		
their own brand. It® been		
done in Switzerland for		
many centuries, but not so		
much in recent times. F.P. Journe and Parmi-		
giani Fleurier are recent examples of master		
watchmakers who became a brand. The same		
can be said for Greubel Forsey, but Richard		
Mille, for example, is not originally a watch-		
maker. But the Swiss Franck Muller is. And		
the Franck Muller watch brand makes a range		
of watches that are more accessible than the		
small-edition-big-price watches made by F.P.		
Journe and Greubel Forsey. To put it simply:		
Franck Muller is a striking maison in the		
world of the luxury watch, also because its		
sumptuous creations are beloved by equally		
sumptuous and mediagenic people like rapper		
50 Cent, flamboyant performer Sir Elton John		
and Chelsea coach José Mourinho.		
Franck Muller's entry into the world of haute		
horlogerie as an independent brand was		
complicated; not because he wasn@accepted		
by the traditional houses, but because com-		
plications played an important role from the		
very first moment. Someone who debuts with		
a rattrapante, minute repeater with calendar		
function and temperature gauge is not an		
ordinary watchmaker, so the moniker 'Master		
of Complications' the house uses these days		
does not come as a surprise. After graduating		
from the École d\( \mathbf{G}\) or logerie in Geneva in the		
early 1980s Franck Muller started working		
as a restorer of complicated pocket watches		
and soon after he presented his first, hand-		

made wristwatch with tourbillon. This was

MODEL	PERCENTAGES
1 CASABLANCA	20.02%
2 CONQUISTADOR	R 14.52%
3 CINTRÉE CURVE	X 7.48%
<b>4 LONG ISLAND</b>	5.91%
5 CONQUISTADOR	R CORTEZ 5.74%
<b>6 MARINER</b>	2.13%
7 COLOR DREAMS	1.91%
<b>8 CRAZY HOURS</b>	1.70%
9 MASTER SQUAR	E 1.15%
10 VEGAS	0.96%
OTHER MODELS	38.47%

the starting point of his worldwide renown. Today there are several production facilities (including the one in Genthod where it all started) and more than 500 Franck Muller dealers worldwide.

#### Growing body of work

Over the years Franck Muller's body of work (complications and less complicated creations) has grown considerably so it makes sense to ask Chronolytics to find out for us which Franck Muller models are the most-searchedfor on Chrono24.com. Is it the voluptuous tonneau-shaped Casablanca, the colourful and insane Crazy Hours or rather the Master Square with its sharp angles? Thanks to Chronolytics we can see which Franck Muller watches are searched for the most on Chrono24.com, a website that consistently has over 90,000

watches for sale and receives an astonishing 3 million unique visitors a month, all looking for different types and brands of watches. The high-tech data analysis of Chronolytics enables us to compile rankings for different watch markets. Over a three-month period these 3 million unique visitors are monitored to see which watches offered on Chrono24. com are viewed in the markets of the Netherlands, Belgium, the United Kingdom and the four Scandinavian countries Denmark, Norway, Sweden and Finland. Chronolytics conducts its analyses based on, among other things, IP addresses.

It is remarkable that the characteristic tonneau-shaped Casablanca, with its highly

tonneau-shaped Casablanca, with its highly individualistic dial, tops the list. The Casablanca is the archetypal Franck Muller watch and is a modern mix of Swiss precision and circa 1930 American watch design. It gives the Casablanca with its rounded tonneau case a completely unmistakable and obviously very winsome face. The Conquistador, which comes in second place, may be considered a more modern variant on the tonneau theme. More sporty, more contemporary and more 'present' than the Casablanca. The totally unique Crazy Hours - the personal favourite of the editors - with its confusing hour layout and crazily jumping hour hand only manages to come in eighth place. This watch combines the typical appearance with the typical interior of a Franck Muller, as the Crazy Hour modelsare not just crazy but also cleverly conceived and ingeniously constructed. Perhaps a little too crazy for the average watch lover.



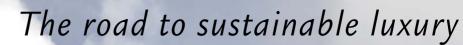






Conquistador Cintrée Curvex Long Island Vegas

1 1 0024 WATCHWORLD | 1 1 1 31



# AS HONEST ASPURE GOLD

Here's a moral question: what would you prefer, a gold watch that is also worn by a superstar with an astronomical pay cheque or that same watch, but this time your purchase makes a sustainable contribution to a better future for a group of miners who labour in very difficult conditions? Good, your heart is in the right place. Let's substantiate your intuitive choice with some facts.

ince 2013 family business Chopard has been supporting a project of independent miners in Colombia who operate a goldmine, and this year a second mine has been added. The programme, which is called The Journey to Sustainable Luxury and was set up in a collaboration with Eco-Age, now also supports a goldmine in Bolivia. The 15 de Agosto Cooperative, located at an altitude of 4 kilometres in the Andes mountains, is one of the biggest independent cooperatives with 198 miner members, including 78 women, and the cooperative uses fair and sustainable methods. Exploitation, underpayment, pollution and other such objectionable practices must become a thing of the past.

#### Sustainable mining

It is a noble endeavour, which Chopard undertakes in conjunction with an influential South American mining organisation, the Alliance for Responsible Mining (ARM). This has made it possible for Chopard to become the first producer of luxury watches and jewellery supporting and enabling the production of certified Fairmined gold. Thanks to the efforts of Chopard and ARM the first small mine that has been receiving support since 2013, the Coodmilla Cooperative in La Llanada, which



provides jobs to a total of 1,860 people, will become fully Fairmined-certified this year. It is a project that takes years to set up but delivers a sustainable result.

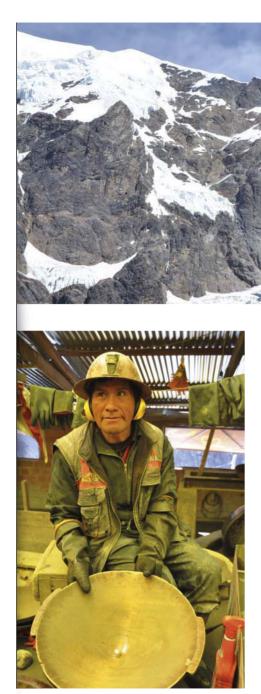
The satisfaction all this gives the Scheufele familyis huge. "We are proud that the first mine is becoming Fairmined-certified", says Caroline Scheufele, Co-President and Artistic Director of Chopard. "It hasn@always been easy, but the difference we can ultimately make is more than worth the effort." Brother Karl Friedrich, Co-President of Chopard, couldn@agree more. "Investing in the mine in Colombia and the new mine in Bolivia is essential to support the lives of people who make our business possible. More than a thousand families benefit from our involvement in the area of education, environment, and various social activities. Because of our ongoing invol-





The case back, the middle section of the case and the bezel of the new L.U.C XPS Fairmined is made entirely of Fairmined gold and comes with a certificate to prove it. This rose gold, 39.5mm case houses the automatic L.U.C Calibre 96.12-L chronometer movement. The beautifully decorated and sublimely finished movement shows hours, minutes and seconds on a slate grey dial, is a mere 3.3mm thick and is equipped with a microrotor. The double spring barrel guarantees a power reserve of more than 65 hours. Limited edition of 250 pieces.





vement in the project The Journey to Sustainable Luxury will continue to improve the future of many more people."

#### Fair and unfair

Mining gold in fair conditions suggests that there is also gold that is mined in unfair conditions. And that is true. At all levels. Last year Barclays was fined more than 26 million pounds Sterling (32 million euro) for gold price fixing, and then there are the harrowing cases of children labouring in life-threatening conditions in gold mines in countries like Burkina Faso and Tanzania. Not a lot of fairness there. But honesty is the best policy; it is often more expensive than dishonesty, but ultimately gets better returns - provided those returns are expressed in more than just monetary terms. The Fairmined certificate ensures that mining is done on a small scale and the gold is extracted responsibly, that miners and the environment are treated well and that a bonus is added to the sales price of the gold, intended to be used for reinvestment in the community. The honest-to-goodness gold that arrives

at Chopard in Switzerland receives special treatment. Chopard is one of the few watch houses to smelt its own gold in its manufacture in Geneva. A special segregation process has been developed for producing a Fairmined gold watch, to make sure that the 'normal' gold isn® mixed in with the special, completely fairly mined gold. The first watch to be produced with this process was the L.U.C Tourbillon QF Fairmined. This watch forms part of The Green Carpet Collections of High Jewellery, a collection produced in accordance with the ethical guidelines of the Green Carpet Challenge (GCC). This year a second watch was added to the

collection, the L.U.C XPS Fairmined, a limited edition of 250. Slightly more expensive than a watch from the collection made with 'normal' gold, but the underlying philosophy is that the higher price supports the hard-working Colombian and Bolivian communities and doesn® pad the bank account of some superstar who is definitely not needy. Only philanthropy can provide that luxurious feeling of being able to do something for fellow humans who don't have it so good. That is real luxury. That is the kind of luxury that everyone should want to indulge in; sellers and buyers, producers and brands.

#### OTHER GOOD EFFORTS

Not only is Chopard doing its best for the people behind the gold watches and jewellery, Cartier, for example, promotes sustainability at an ecological, social and economic level and the house is the co-founder of the Responsible Jewellery Council (RJC). Cartier's gold suppliers are also required to comply with RJC standards and the guidelines of the London Bullion Market Association (LBMA) regarding responsibly mined gold. Another example is jewellery and watch house and fellow RJC member Piaget, which is involved in a 'traceable gold' project that was set up by parent company Richemont. Employees of the project visit and evaluate all gold suppliers and encourage them to join the RJC. More than 90 percent of the gold used by Piaget now comes from RJC-certified suppliers and the target is 100 percent. The RJC currently has more than 500 participating, vastly differing, companies. The Code of Practices of the RJC covers things like human rights, employment rights and transparency regarding environmental impact. For an overview of the participants visit www.responsiblejewellery.com and for further information about Fairmined gold and The Journey to Sustainable Luxury please visit www.chopard.com and click on 'corporate responsibility'.

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## »NOMOS is among the best luxury watches out there.«

**NEW YORK TIMES** 













## #notforeveryone

instagram.com/sarpanevawatches

15

23 pages BaselWorld News

Edition 32 - 2015

### OMEGA GLOBEMASTER 538

# Masterly precision

n the next 23 pages you will find a conclusive overview from manufacturs Alpina to Zenith. Als o we dive just a little bit deeper into a trio of remarkable watches from Patek Philippe, Casio and HYT. Apart from presenting you the latest creations we also report and present you with opinions and reflection from our editorial staff on BaselWorld 2015.



## INSTAGRAM 50

Up close and personal with some of the most striking watches presented at BaselWorld 2015.













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# Nasterly precision



Wednesday evening, 18 March. Tomorrow morning BaselWorld 2015 will erupt, but tonight Omega wants to share something with us in advance. Lights off, hit the projector! The Globemaster appears in the picture. Consternation all around. It is not a well-known name, is it a Constellation or isn't it, that bezel looks familiar and the technical details about the movement sound extremely impressive and promising. So: more than enough incentive to take a closer look at the Globemaster.

o aircraft enthusiasts the name Globemaster immediately reminds them of the C-117 transport plane, which is also called Globemaster. And watch lovers? Only dedicated Omega aficionados know that in the 1950s some Constellations had a dial featuring the name Globemaster. The fact that this name does not immediately ring a bell doesn't mean you aren't a true watch lover. What everyone can see at a glance, is that the Omega Globemaster is a striking watch. That applies to its looks and certainly also to its interior. Judging a book by its cover is wrong, and because that principle also applies to watches we'll start with

'Pie-pan dial' & 'fluted bezel'



#### Omega

## **BaselTimes**





what's on the inside, because the Globemaster is powered by Omega's technically most advanced mechanical movement to date, and that movement meets strict quality control requirements.

#### **COSC or METAS?**

he days of precision competitions may be far behind us, but Omega remains obsessed with making the most accurate chronometer movements possible. This obsession caused the watch house from Biel to go beyond the COSC certification that is common in the industry. In December last year Omega, in conjunction with the Swiss Federal Institute for Meteorology (METAS), announced a new certification that will take effect in 2015. The Globemaster is the first watch tobe tested and certified based on these extremely stringent standards. So what is so exacting compared to the COSC standards, you ask?

In addition to measuring the performance of the watch under day-to-day conditions, its functioning is also tested when the watch is exposed to strong magnetic fields of 15,000 gauss. A watch that passes the test receives the METAS certificate and can use the predicate Master Chronometer. The test is not exclusive to Omega. The independent METAS institute is equally happy to test and certify other watch brands. The Globemaster remains within the tolerances of 0 to +5 seconds per day, making it the first Master Chronometer in the market.

The watch owes its high level of imperturbable precision to the calibre 8900 (used in the steel and steel-with-gold models) and the 8901 variant (this more luxurious version is used in the gold Globemasters and features a rotor made of Omega's proprietary Sedna gold). The co-axial, anti-magnetic calibres have a silicon balance spring and a vph of 25,200, or 3.5 Hz. The movement can be admired through the sapphire crystal

case back and the eye will immediately be drawn to themedallion showing an observatory surrounded by a polished sky with eight symbolic stars - one star for each METAS criterion. The medallion is prominently present, but fortunately it leaves enough space so the user can observe the revolutions of the rotor and the ticking of the movement. Omega is so convinced of the capabilities of its new calibres that the new Globemaster comes with a full,4-year warranty.

#### Eclectic design

The appearance of the Globemaster is a good example of eclectic design. A touch of Constellation in the form of a so-called 'pie-pan dial', used in models from1952, is combined with a 'fluted bezel' that was also used in the past for a Constellation from the 1960s, and dates back even further to pre-1945 models. It is a classic design — also because Omega decided to use a very



### Even 15,000 gauss don't effect the movement



modest, but consequently very elegant and distinguished, partially satin-finished and polished, slightly convex 39mm case—made with the very latest materials. Different materials and material mixes are available in various colours, as well as a range of straps and bracelets.

So let's go back to that 'fluted bezel'. It's worth mentioning that the grooved bezelin the steel versions is made of extremely hard and therefore highly scratch-resistant tungsten carbide, a ceramic sapphire crystalmade of tungsten and carbon, but of course it's all about the look of this bezel, which everyone associates with the fluted bezels used by Rolex. And Rolex and Omega are nothing short of arch enemies. It is a daring choice on the part of Omega to present the very first Master Chronometer watch to a roomful of 'hungry' and pedantic watch journalists, knowing that the bezel of the Globemaster will immediately cause raised eyebrows. That is how sure Omega feels about this classic model with the masterly precise movement. A masterly move.



# The eight METAS-criteria

- 1. The functioning of the movement during exposure to a magnetic field of  $15,000~\mathrm{gauss}$
- $\mathbf{2}_{ullet}$  The deviation of the running time of the watch in six positions
- **3.** The deviation of the running time of the watch between 0 and 2/3 of the power reserve
- **4.** The functioning of the watch during exposure to a magnetic field of 15,000 gauss
- **5.** The deviation of the daily precision of the watch after exposure to a magnetic field of 15,000 gauss
- **6.** The average daily precision of the watch in a test replicating daily use (six positions, two temperatures)
- 7. The power reserve of the watch (autonomous functioning without winding)
- **8.** The water resistance of the watch when tested in water



#### Patek Philippe

## **BaselTimes**

## In the spotlight:

## Patek Philippe Calatrava Pilot Travel Time Ref. 5524



hen is a watch a success? When it sells well. That is one answer. A commercial answer, but an understandable answer, because watch houses want to make money. But what is a good answer today may, in the long term, be superseded by progressive insight. In a world that is maintained through the credibility of stories, a short anecdote can give a watchhouse a temporary advantage but can ultimately quickly lose its usefulness. Too cryptic? It takes a watchhouse centuries to establish a position and create a unique image. The house does this by making watches that tell a certain story. The

more credible and genuine the story, the more successful it is. The historic story of Patek Philippe and the watches that back up this history are irreproachable. With the presentation of the Calatrava Pilot Travel Time all aficionados/admirers/collectors abruptly look upfrom the latest edition of the Patek Philippe book. Mixed reactions follow. Patek is praised for its daring



... calibre 324 S C FUS features the latest gadgets like a Gyromax<sup>®</sup> balance and a Spiromax<sup>®</sup> balance spring made of Silinvar<sup>®</sup> ...



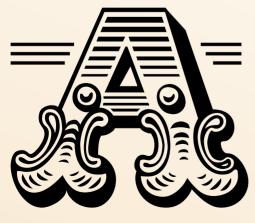


and rejuvenation, but also criticised for its rather un-unique look and the lack of a clear historic origin. Judging by the reactions of potential buyers and dealers the Calatrava Pilot Travel Time is a success. After all, the waiting lists are filling up. Is this a watch that belongs among the building blocks of the house of Patek Philippe? Only time will tell. After this contemplation a quick glance at the new model. The automatic calibre 324 S C FUS, featuring the latest gadgets like a Gyromax® balance and a Spiromax® balance spring made of Silinvar®, guarantees the ease of setting the second time zone with day and night indicator for both the local time and the time at home. This 42mm white gold pilot watch for the happy few also has a central seconds hand and a hand for the date indicator. The Ref.5524 is a great conversation piece!









## Alpina Startimer Pilot Chronograph Grande Date

Men just love timepieces that look important and have lots of stuff on them: plenty of hands, buttons, gauges etc. In other words, chronographs. And if one of those chronographs looks like it belongs in a Spitfire the design definitely passes the taste test. In addition to a rugged pilot look and the cherished

chronograph function this 44mm Alpina Startimer Pilot Chronograph Grande Date also has a large date indicator, for the aficionado and connoisseur. The robust case houses a highly accurate and carefree AL-372 quartz movement.

Bell & Ross

Bremont

Blancpain

## **BaselTimes**

## **Bell & Ross** BR 03-92 Military Type

The BR 01 is the ultimate pilot tool produced by Bell & Ross, but with its case of 42 instead of 47mm the BR 03 is able to cope with everyday life much better. Not much has changed to the look and the statement; because of the original functionality the BR 03 is a timepiece with a unique shape. The case of this latest offspring is made of lightweight, scratch resistant and colourfast ceramic and the khaki dial features the letters 'MT' in red, referring to Military Type. The combination with the canvas strap is very military-looking, creating an urban camouflage watch. Functional facts: the watch is powered by an automatic movement and is water resistant to 100m.



#### **Bremont U-22**

Bremont came about as a result of two aircraft crashes. This model once again relates back to a crashed airplane. During the Cold War Gary Powers was shot down over Russia in his U-2 espionage plane. Bremont was established by passionate flyers who lost their father in a plane crash. After this crash the brothers English left their career in banking and started a watch brand. The love for flying endured and the name Bremont was found after an emergency landing in the field of a French farmer called Bremont, But now about that new U-22 model, Bremont previously made a watch called the U-2 and that model has now evolved in the form of the U-22. The chronometer-precise U-22 has a completely new bezel design and date indicator.



The Ocean Commitment Bathyscaphe Chronographe Flyback may be limited to 250 pieces, but it is doing unlimited good for the preservation of the oceans. The Bathyscaphe is the smaller, more sophisticated brother of the instrumental Fifty Fathoms that was born in 1956. This 43mm chronograph comes many generations later and is equipped with Blancpain's latest manufacture movement,

calibre F385. This completely new column wheel

chronograph movement has a high frequency of

36,000 vph for extreme accuracy and also has a silicon balance spring. Blancpain has revealed an amazing 33 new proprietary movements since 2006 and the F385 caters to chronograph lovers. The fact that the chronograph can be operated to a depth of 300m is also worth mentioning. Diving chronographs tend to become 'helpless' under water because of pushbuttons that are only water resistant when they are depressed. Blancpain has remedied that problem with a special gasket.



**Bulgari** 

**Breitling** 

Bruvik

## Bulgari Diagono Magnesium

Platinum may be a rare material, but a platinum watch is more common than one made of magnesium. The 41mm Diagono Magnesium is a remarkably light watch with an extremely strong case. Lightweight definitely doesn't mean fragile. That's because of the use of the space-age materials magnesium and PEEK, a polymer that can handle very extreme conditions. The bezel is equally

tough because it is made of highly scratch resistant ceramic. The dial and the surface of the centre part of the case are coated in so-called 'Motorlac'. This coating, developed by Bulgari, provides an extra protective layer and looks very decorative at the same time. There are also many available lacquer colours, such as anthracite, chestnut, silver and blue. An automatic movement shows the time and date.



# Breitling Galactic Unitime SleekT



This steel Galactic Unitime SleekT is a model with a flowing shape that houses the completely new and extremely ingenious - because of its ease of operation - chronometer calibre B35 with world time function. By turning the crown the user can set various indicators on the dial and any date changes are immediately incorporated in the different time zones. It's not only this functionality that works smoothly, the completely new design of the bezel in super-strong and beautifully contrasting tungsten is equally smooth. Evolutionary sophistication inside and out.

## Bruvik Svalbard Automatic Navigator



Youthful Norwegian brand Bruvik is proud of its Scandinavian roots. The brand drew everyone's attention when it presented a watch with a capsule containing water from a Norwegian fjord incorporated in the back. The rugged Svalbard sports watch - which we know as the Spitsbergen - was introduced last year and this year there is a blue variant with a special dial featuring a map of the island group. An automatic ETA movement ticks in the steel 45mm watch, which is water resistant to 300m. A screwed-in crown and a curved, anti-reflective sapphire glass crystal are also standard features.



continue with C on page 52



#### Casio

## **BaselTimes**

## In the spotlight:

## Casio G-Shock MRG-G1000RT



🖣 arly 1980s, Japan. Kikuo Ibe continues to smash watches and his colleagues and superiors are quietly starting to worry. Ibe refuses to stop and in 1983 his perseverance is rewarded and his colleagues and superiors are reassured, when the shock-resistant G-Shock hits the market. The vulnerable watch has been rendered invincible by means of triple protection for the components, the movement and the case, becoming first an American and then a global success. A household name even, which, because of its unique, striking looks and practical characteristics is adored by everyone, from geeks to nerds, from trendsetters to trend followers, from rappers to rockers and from film stars to everyday heroes. The sizeable watch has evolved explosively over the years. A modern G-Shock has an analogue time display for a timeless

look and a series of sensors for various functions. Solar energy is used as a power source, radio-controlled technology is used and the watches are made of continuously improved and new materials for greater durability (read: less plastic, more metal). Because the watch was created from ingenious madness the development of the G-Shock has never been conventional or restric-

tive. The absolute high point in the G-Shock collection is the MRG-G1000RT that was presented during BaselWorld. A considerable delegation of Casio representatives presented the model with its case made of a crystallised titanium alloy that refers to the traditional Katana Samurai swords. Only 100 copies will be made of this special model. In the BaselWorld booth



# ... a DLC coating with a subtle Japanese blue' glow is applied and gold is used in the movement ...



designer Kazuma Kobayashi - a young designer who is following in the footsteps of the legendary Ibe explains that he is inspired by cars and planes, but also tanks. A look at the new MRG confirms his story, which is told in ruggedly shaped titanium and angular details. As well as ruggedness there is also room for sophistication, because a DLC coating with a subtle 'Japanese blue' glow is applied and gold is used in the movement to ensure the best possible conductive characteristics. With respect to functions the advanced movement system that receives both GPS and radio signals for its time calibration is worth mentioning, as is the Dual Dial World Time that simultaneously shows the time intwo different cities. This limited and extremely luxurious G-Shock high point (for now, anyway) costs 5,500 euro. 🖼





## The 40mm Club



And the magic number at BaselWorld 2015 is ... 40. The modest-sized watch case is in the midst of an unstoppable advance. Whereas, until recently, many models were being 'upsized' to a bigger case, these days we are seeing the reverse. The best example of this downsizing trend is the fact that Rolex has reduced the size of its showcase watch, the Day-Date, from 41mm to 40mm.

## Rolex Day-Date 40: Small President



he crowning glory of the Rolex collection has always been the Day-Date. If there were such a thing as a Most Coveted Watch of All Times Competition the platinum version of this model would most likely take first place. Actually, the term 'crowning glory' is not entirely accurate because the Day-Date is blessed with the iconic nickname of 'Presidents' watch'. Until this year the watch had an imposing 41mm case size, but since



BaselWorld 2015 this model has been replaced by a variant that is exactly 1 mm smaller. Apart from a completely new case in a choice ofthe precious metals 950 platinum, yellow, white or rose gold, the bracelet of the Day-Date 40 is also completely new and improved. Rolex likes to do things properly, so inside the case there has also been a complete change. Of course the interior workings are once again hidden from view, but based on a recent factory visit and on the information we received, we can tell you that the completely new Calibre 3255 that ticks in the Day-Date 40 is a highly advanced piece of watchmaking art. Industrialised watchmaking art, to be precise. Equally precise is this automatic chronometer movement, which is covered by 14 patents. Furthermore, as Rolex tradition demands, the movement is robust and resistant to shocks and the deregulating effects of magnetism. Rolex wouldn't be Rolex if the watch didn't have a component with a typical Rolex name, as well. In the Calibre 3255 that is the new, so-called Chronergy escapement, which regulates the



movement with extreme precision and efficiency. You can't see it, but you will notice the effects on your wrist. And of course that's what Rolex is all about.

Tudor

Longines

## **BaselTimes**

## Tudor North Flag: Modern Manufacture

e have been watching the slow unfurling of Tudor for some years now. The wallflower of the Rolex family, which appeared unable to find its own identity, has gradually been developing into a watchhouse of character. In recent years the brand mostly managed to capture hearts with the presentation of watches like the Black Bay and the Monte Carlo, which were inspired by old models. A smart strategy, because it generated renewed attention and enthusiasm. The introduction of the titanium Pelagos was one of the first signs that Tudor is capable of more than just rehashing the past. This year Creative Director Davide Cerrato made it abundantly clear, with no prior warning, that the company would not be representing any new retro models this year. It is time for new things. Completely new things, in fact, because although we are tempted to tell the story about an expedition to Greenland in the early 1950s, and the reliable North Flag watches worn by the expedition members, we decided to let the past take care of itself. The old North Flag is part of a past journey and the new North Flag is



the start of the journey into the future. For watch lovers that journey is equally wild, because the new Tudor houses the very first movement developed and produced by Tudor itself. In a world full of 'manufacture' movements (note the deliberate quotation marks) that appears to be relatively insignificant and certainly not earth-shattering news. However, it is, because knowing that until recently Rolex, as the big brother, had the sole right to use proprietary movements and Tudor had to make do with purchased movements, the presentation of a manufacture movement is a ground-breaking

development. Tudor, the brand with the shield in its logo, guards the Rolex crown by covering the bottom end of the market with accessible, suitably produced models. The Black Bay has a power reserve and date indicator on the dial and the case is somewhat reminiscent of the famous Rolex Oyster Quartz or Tudor's own Ranger 2 from long ago, but mostly it is an original design. The Black Bay and Monte Carlo gave Tudor its own identity and with the introduction of the automatic chronometer calibre MT5621 in de 40mm North Flag Tudor now has a soul, as well.



## Longines Pulsometer Chronograph: **figured out**

alk about chronographs and the image of pilots or racing drivers tends to come to mind. Steve McQueen's Monaco, for example. Men find that cool.Racing overalls, speed, danger, leather jackets, the smell of petrol, the roar of big engines, a watch with lots of dials and gauges on the wrist. White doctors' coats are generally considered a lot less cool. But in the early days chronographs and doctors went handin-hand. Back in the day when watches were functional instruments. Back

in the 1920s, when Longines made chronographs that were the inspiration for this Pulsometer Chronograph. It is a physician's watch that enables the wearer to measure a heartbeat thanks to the scale on the dial. This reinterpretation of a classic theme for sophisticated men - as opposed to rugged ones - is housed in a 40mm case and equipped with a modern automatic movement. The indisputable high point of the Pulsometer Chronograph is the single pusher that starts, stops and resets the time recording.



Christiaan van der Klaauw

# Grand Seiko 62GS Hi-Beat: Completely new



o you know the difference between recreation and The reinterpretation? correct answer is 2.4mm. Allow us to explain. In 1967 the Japanese Seiko presented its first automatic movement in the Grand Seiko collection, with the GS62. The original 62GS had a 36.5mm case. Today Seiko is presenting both a recreation of the original with a marginally bigger 37.6mm case and a more modern reinterpretation (these are the words used by Seiko, but they do explain the concept quite clearly) in a 40mm case. The small tribute is food for purists; the slightly larger tribute is for people with an eye for tradition but modern wishes and preferences. For today's much bigger man

a 37.6mm case is very small for daily use. Such a petite watch will invoke a lot of unwanted andunkind comments. That risk is avoided with the 40mm reference SBGH037. What immediately stands out about this watch is the asymmetric positioning of the crown. Another beautiful detail is the superior shine of the case. In Japan they frequently reinvent the wheel and with the so-called 'Zaratsu' method Seiko has managed to take polishing to a higher level. When it comes to the movement there is a lot to enjoy as well, because the extremely rapidly ticking hi-beat 36,000 calibre 9S85 is both a technical and a visual tour de force. Limited to 1,000 copies.

Christiaan van der Klaauw Real Moon Joure Tides: Waves of unity

ometimes you want to keep something you love close to you. If you love vintage aircraft or Formula One cars you can buy scale models. If you are hooked on the moon you can gaze up at the sky every night - and frequently get fed up with the cloud cover that hides your icon - or you can buy a Christiaan van der Klaauw Real Moon Joure, enabling you to wear a miniature 3-D model of your beloved moon on your wrist. And not just any moon. This watch is home to the world's most accurate 3-D moon

phase that deviates just one day in 11,000 years (!). This impressively designed watch with ditto performance has now been given a sensational extra function. A logical function, because the addition of a high/low tide indicator is directly associated with the moon. High tide and low tide are created as a result of the gravitational pull exercised by the moon, the sun and the rotation of the earth. In the new Real Moon Joure Tides, which is available in a steel or rose gold 40mm

case, this has been beautifully depicted in a window at 12 o'clock. The window shows the waves of the ocean that move up and down in a linear fashion in time with the rhythm of the tides. The link between the moon and the tides is visually reinforced because both complications are officially linked on the dial. This unites heavenly and earthly aspects in an astronomical watch that still shows the ordinary time, as well.

Breguet

Oris

## **BaselTimes**

## Breguet Tradition Automatique Seconde Rétrograde 7097: **Open construction**

بيرد

reguet's Tradition collection can be called traditional, and classic, of course, but not retro. You can't possibly call modern wristwatches that hark back to creations from the 18th century retro, that is the prerogative of watches that are inspired by much more recent models. The Automatique Seconde Rétrograde 7097 is a watch that fits in with the evolution of the house of Breguet. A long time ago old Abraham-Louis Breguetcreated a pocket watch where the user could tell the time by feeling the hands, for those dark days without electric light. The Tradition Automatique Seconde Rétrograde 7097 is a tribute to the 18th century predecessor. First of all there are

the visible bridges, cogs, spring barrel and escapement that reflect the genius of the watchmaker. The construction with a parachute shock protection mechanism and silicon balance spring, and the flawless yet finely structured finish of the movement do so to perfection. The small dial with the refined guilloche at 12 o'clock and the typical Breguet hands is a direct reference to that 'touch watch' of long ago. Incidentally, there is also a slim, straight retrograde seconds hand that glides across this small dial for even more haute horlogerie entertainment. Available in a white or gold rose gold case with the vertical decoration that is so typical of Breguet and with a weighted diameter of, you guessed it: 40mm.



# Oris Divers Sixty-Five: **Optimised**



t first glance you may think "Oh no, not another retro model", but upon closer inspection of the Oris Divers Sixty-Five the suspicious watch aficionado learns that this is about more than convenient retro just to be fashionable. What Oris has done is translate a vintage model from 1965 into a watch for today, and in such a way that the price remains extremely reasonable. Let's start with the case size. The 40mm size the brand has opted for may be called contemporary, but it is also conservative and well-considered. The company decided not to indiscriminately blow up the 36mm case - the size of the original - into a 40mm case



simply because that would result in a big, rugged watch. At 40mm the Divers Sixty-Five stays connected to its past and the striking Superluminova numerals that look like they are made of the now outlawed radium, the shape of the case and the convex crystal all contribute to that effect. Incidentally, today's convex crystal is made of scratch-resistant sapphire. Convex is a lot more expensive than flat, but only convex suits this model so no compromises were made.Like the original, the Divers Sixty-Five with its automatic movement is water resistant to 100m. It could have been a more modern 300m, but that would have made the sapphire crystal a lot more expensive - as it would need to be thicker - and that was not the company's intention. This compromise, the only one, results in a price of approximately 1,600 euro and that is an optimal combination of vintage experience and modern values.

## BaselTimes Tekst en fotografie Lex Stolk



## An Instagram look at

BASELWORLD 2015

These atmospheric pictures constitute just a small selection of what we saw, felt and wore during BaselWorld 2015. To see many more special watches checkout our 0024watchworld Instagram page.





#### 0024WATCHWORLD





#### #MEISTERSINGER

Just a single hand, but still a date indicator plus second time zone. The smart MeisterSinger Adhaesio uses disks for these functions



#### **#HERMES**

The new Slim d'Hermès, this time with a strongly coloured enamelled dial



#### #CASIO

The mould for the case of the Casio G-Shock



**#HYT** 

The HYT Skull is without a doubt the ultimate pirate watch



**#UNIONGLASHUETTE** 

Horology from Saxony; Union Glashütte Noramis Power Reserve in steel with a rose gold bezel



**#TAGHEUER** 

The charming retro style of the TAG Heuer Carrera Calibre 7

#### An Instagram look at BaselWorld 2015

## **BaselTimes**



**#OMEGA**Titanium Omega Ploprof



**#PEQUIGNET**The Pequignet Aviateur in black DLC is 'Fabriqué en France'



**#GLASHUETTEORIGINAL**A selection of Glashütte Original PanoMatic models in new 2015 colours



**#MAURICELACROIX**The Maurice Lacroix Pontos
Extreme has a sandblasted
Powerlite case



**#SARPANEVA**The Koronoa K10 Northern Lights is a glow in the dark creation with hypnotizing qualities



**#HUBLOT**Hublot Big Bang Italia Independent and matching sunglasses



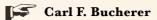
**#SEIKO**Modelled after the 1967 original, the Grand Seiko 62GS with Hi-Beat movement



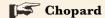
**#TUDOR**The bluer-than-blue Tudor Pelagos



**#MANUFACTUREROYALE**Manufacture Royale with both a 6 and a 60-second tourbillon







Carl F. Bucherer Manero Tour-billon Limited

Edition 2015

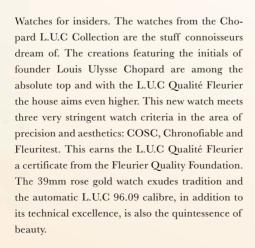
Swiss jeweller and watchmaker Carl F. Bucherer presents a proprietary tourbillon in a strictly limited edition of 188. The rose gold Manero Tourbillon Limited Edition 2015 has a brushed dial in an almost velvety brown colour that was created especially for Carl F. Bucherer. The tourbillon movement is based on one of the house's own manufacture calibres and has been renamed CFB T1001. The movement has a power reserve of 70 hours and the remaining power can be seen at 9 o'clock. The other functions, in addition to the time, are a date indicator using a third hand and a 24-hour indicator at 12 o'clock.



## Chanel J12-G.10 Blue Chromatic 38mm

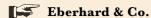


Chopard L.U.C Qualité Fleurier

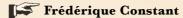


Some houses can get away with anything. A J12 with a NATO strap? Surely that would never work? Tastes differ, obviously, but the J12-G.10 in blue with a thin, alligator NATO strap looks very tasteful. At Chanel they think that today's woman is ready for a militarily style model. The result of that thought certainly looks convincing enough. The case, made of titanium and ceramic and water resistant to 200m, is indisputably charismatic and characteristic and is home to an automatic movement with a 42-hour power reserve. For the ladies, obviously, but who knows? Maybe also for male style aficionados and lovers of the finer things in this world.

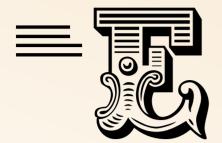








### Frédérique Constant BaselTimes



Eberhard & Co. Tazio Nuvolari 336

> A name that sounds like a poem, but that is not the only reason to remember it. Italian racing driver Tazio Nuvolari set a world speed record in 1935 by clocking 336 km/h in his Alfa Romeo 16C on the motorway between Florence and Mare. Eberhard & Co. is commemorating this feat with a new Tazio Nuvolari model that refers to that incredible speed. The Nuvolari 336 has a second time zone at 6 o'clock that guarantees perfect readability. The automatic ETA calibre 2892-2 used for the watch is housed in a steel 45mm case with a ceramic, CNC engraved bezel. This production method results in a beautiful 3-D effect.





## Certina Chronographe **DS-8 Phase de** Lune

Tradition and modernity can sometimes be mixed beautifully. Certina has combined these two elements and this chronograph with moon phase indicator in a 41mm case is the successful result. The anthracite dial with sunburst motif is a classic element, the Precidrive quartz movement that is tirelessly accurate and shows the different functions in an original way is the modern touch in this watch composition. At Certina they have an eve for detail, as evidenced by the 12-hour indicator that can be seen in the 60-minute counter of the chronograph, and the moon phase indicator has also been designed with subtlety and depth.

## Frédérique Constant Classics Manufacture Worldtimer Navy Blue







#### Jaquet Droz

## Graham Silverstone RS GMT



This steel, 46mm Silverstone RS GMT is a size-able fellow with an extravagant appearance, but also subtlety and style. The automatic chronograph movement has a flyback function that enables it to spring back to zero in the middle of a time recording and restart immediately. There is also a second time zone indicator so the wearer is not short-changed when it comes to functionality. Oh, and let's not forget the big date display. This mechanism, which loudly and clearly displays the date using two separate discs, is a well-thought-out and respected piece of watch technology.



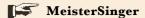
## Jaquet Droz The Bird Repeater Geneva Edition





A birdcage with a diameter of 47mm would seem to be on the small side - certainly for two adult birds and a nest filled with two babies, as well. Still, Jaquet Droz has managed to find a comfortable home for these feathered friends. The birds are happy, as evidenced by the cheerful sounds they produce. But all joking aside: this mechanical creation with singing birds is too astonishing to fully get the effect across in mere words. The Bird Repeater Geneva Edition fits in with the tradition of the house that goes back to the 18th century and has not lost any of its splendour in all those centuries. Jaquet Droz previously made a watch with songbirds and this is the latest edition, limited to eight pieces. It is equipped with minute repetition and features hand-engraved and painted goldfinches that move when the mechanism is activated. A watch with and for goldfinches, because its price tag is 416,600 euro.







MeisterSinger Adhaesio

A second time zone without a second hand. The single-hand tradition does not allow MeisterSinger from the German town of Munster to use a second or even third hand. However, this doesn't constitute a problem for the watch house and it shows its mastery with this limitation. For example, there was already a beautiful chronograph based on that single hand, and with the introduction of the 40mm Adhaesio there is now a model that





is capable of displaying a second time zone. The familiar single hand shows the local time and an arrow points at the second time on a ring with a 24-hour scale. In other words, the obstacle was circumvented by using a disc instead of a traditional hand. A second disc shows the date. The end result offers extra functionality without compromising the purity of the Adhaesio with its automatic ETA 2893 movement.

## Nomos Glashütte Tangente Automatik

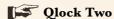


A watch with an ultra-modern and technically sophisticated manufacture movement with a price tag of 'just' 2,600 euro. The Tangente Automatik offers technology and sober aesthetics for watch lovers who like to keep things understated. The new Tangente Automatik, which is a mere 6.9mm high, is powered by the calibre DUW 3001. This movement is thin, small and highly accurate. This automatic

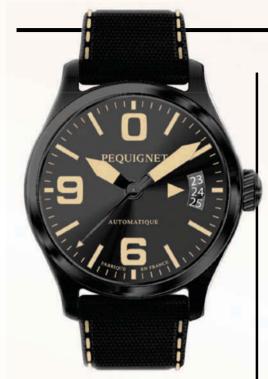
watch is only 0.3mm higher than the hand-wound variant, and that is a remarkable feat. Calibre DUW 3001 is built to such minute tolerances - they were actually reduced by 50% in the production - that it results in accuracy and small dimensions. This also means that a large number of components had to be completely redesigned and built. The company did it - and at a surprisingly modest price.

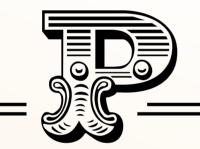










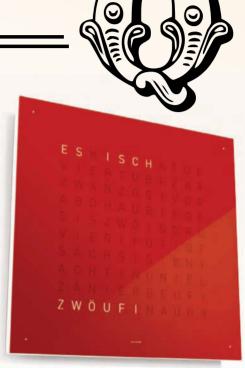


## Pequignet Aviateur

The Jura region is known for the many watch houses that are based there, and Pequignet is one of them. In the case of Pequignet we are talking about the French part of the Jura, not the Swiss side. Pequignet is based in Morteau, which is almost on the border with Switzerland - there is even a direct train connection with Neuchâtel, which reflects the boundary-free history of the area. The Aviateur is the first pilot watch built by Pequignet. It didn't end up a particularly adventurous or different pilot watch. Not something typically French. It is a design that owes its inspiration to models from the 1930s. This results in a recognisable shape and a clear dial with strong hands that show the time prominently. The 42mm watch uses an automatic movement, is water resistant up to 100m - very practical and is available in steel or steel with a black DLC coating. The Fleur-de-Lys logo on the crown is extremely French.

## **Qlock Two**

Captain Biegert and Captain Funk - the names on the two business cards - are the inventors of the Olock Two. The two creative friends have an advertising background, but when they conceived of the idea of a clock that shows the time in normal human language they said goodbye to that fast-paced world. Never before has someone who is late been reminded of that fact so pleasantly. The time is easy to read and not in any way obtrusive. In the first instance it took some figuring out to come up with a suitable matrix, but once that puzzle had been solved virtually any language on this planet could be made to work with the Qlock Two clocks and watches. Finnish and Hungarian are the tricky exceptions, but Arabic, Japanese and Chinese are possible. Arabic in particular is graphically beautiful and almost ornamental. Swiss-German is also possible as you can see in this cherry red version, which mainly looks cute.





## Rolex Yacht-Master

Of some watches it is immediately obvious that they will charm a lot of people. This latest version of the Yacht-Master has everything to storm the hit lists: the case of contrasting black with rose gold and a sporty strap that appears to be made of rubber. Appears to be, because to so-called Oysterflex strap is made of elastomer with an extremely flexible metal strip inside. This ensures greater durability and increased wearer comfort, says Rolex. It also gives the new Yacht-Master a look that is appreciated by many. Luxury watches with rubber/acrylic straps are a regular feature in many brand catalogues and now this combo is featured in the Rolex catalogue as well. What's more, the Yacht-Master is available in 37mm and 40mm. Double bonus.

TAG Heuer





## **BaselTimes**

## TAG Heuer Monaco V4 Phantom

The Monaco V4 Phantom with its 41 x 41mm case made of Carbon Matrix Composite (CMC) looks like a stealth fighter but is really only a wristwatch. The ominous black colour is the result of the light and strong carbon fibre that is also used for the seven bridges of the movement. The movement in question is the iconic V4 calibre, a unique piece of avant-garde technology. The diaphanous acrylic belts used in the movement take the place of traditional cog wheels, resulting in an endless, hypnotic mechanical spectacle. The Monaco V4 Phantom comes in a limited production and its price ensures there will also be a limited number of buyers.



# Tissot T-Touch Expert Solar



No more remakes of models from the 1950s or 60s; it's time for the innovative and progressive Tissot T-Touch Expert Solar. This light-powered watch is a modern icon for Tissot and this specific model is a navigator for the wrist. The compass ensures that the wearer will never get lost and the other 19 functions, activated by a push on the crystal, make this multi-instrument watch complete and easy to operate. All this cleverness is packaged in a case of anti-magnetic titanium that is water resistant to 100m and has been given a scratch resistant coating of black PVD. Because appearance matters as well different straps and bracelets are available - from leather to rubber and titanium - as well as dials in different colours.

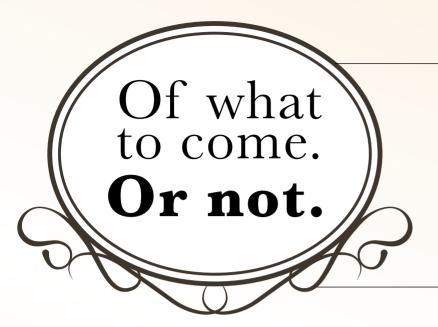


# Zenith Academy Georges Favre-Jacot

A watch made of 797 components, 575 of which are needed to make the fusée and (18cm) chain transmission of the highly complicated movement. We're talking about a strictly limited and expensive birthday watch. Birthday as in 'anniversary piece', not 'present'. Zenith was established in Le Locle 150 years ago by passionate watchmaker Georges Favre-Jacot, who, among other things, build a system consisting of a fusée and minuscule chain. In the ship's chronometers of that time this transmission mechanism provided highly accurate functioning because it enabled a consistent supply of power from the main spring. In the 150th anniversary model, the Academy Favre-Jacot, that mechanism has been made even smaller to fit it into a 45mm watch. The result is astonishing. The price won't be mentioned on this birthday. That is just not done.



By Kristian Haagen



BaselWorld once again proved that not much could shake the watch world. Not even smartwatches or crazy currencies.



n January 15th I casually checked the currency app on my iPhone and seeing the Swiss Franc (CHF), I thought there was some kind of software malfunction.

In shock, I actually rebooted my iPhone, as I could not believe what I saw: a mindboggling 20 percent move against the euro.

My iPhone was not malfunctioning. The Swiss National Bank had decoupled the CHF from the EUR without warning, generating shockwaves throughout Swiss industry; here's a tweet from Swatch Group CEO Nick Hayek: "Words fail me. Today's SNB action is a tsunami; for the export industry and for tourism, and finally



for the entire country." The financial markets appeared to agree with Hayek: The benchmark 20-company Swiss Market Index dropped 10 percent, wiping 133 billion francs off its value, according to Bloomberg.

#### The Smartwatch Tsunami

Not surprisingly the decision to remove the peg was on everybody's lips when the annual SIHH watch fair in Geneva in January opened a few days later. Add to this the launch of the Apple smartwatch, and only a Professor Pangloss wouldn't be harbouring dark thoughts about the future for the Swiss export industries. Would the arrival of the smartwatch create a new slump like we saw in the 1980s, when cheap Japanese quartz movements paralyzed the traditional Swiss watch industry? Most CEO's gave the same stern answer, though: "No".

#### No Fear

Sylvie Ritter, the managing director of BaselWorld agreed with her colleagues, and on the opening day of BaselWorld she told us: "Smartwatches have been on the market for years already. There has already been a lot of press excitement about these, but they have yet to be a real threat to tra-

ditional watch making. They are two fundamentally different worlds. One is about expertise, emotion and enduring appeal. The other focuses on the technological aspects."

François Thiébaud, who doubles as CEO for Tissot and chairman of the BaselWorld Swiss Exhibitors Committee, said "The crisis in the 1980s was different. Smartwatches are a whole different breed and instead of seeing them as a threat to mechanical watch making, I rather see them complement each other and I am sure they can co-exist."

#### The Winning Currency

So...where are we? Shivering with anticipation, waiting for a big Smartwatch tsunami to hit the valleys of Switzerland wreaking further havoc following the currency debacle? Perhaps I am sentimental, but I can't help it: I fully agree with Ritter and Thiébaud. The traditional watch making industry has too much momentum, too much history, too much savoir vivre, just too much emotional appeal. Emotional appeal is a currency accepted everywhere in the world and cannot be de-pegged by a central banker. I could be wrong of course. But I don't think so. The die is cast. Let the best watch win.

Girard-Perregaux' Neo Tourbillon with Three Bridges Combines ultimate watchmaking skills with a lot of emotions and stories





HYT H3

## **BaselTimes**

## In the spotlight:

## HYT H3



he hydromechanical alchemists at HYT caused a furore with the revolutionary H1, created even more room for astonishment with the technically improved H2 and let loose with the Skull - a green or red creation with or without diamonds but always with a liquid that outlines the skull and shows the time. However, at BaselWorld it was time for an entirely new concept which, in nearly all aspects, deviates from the round liquid predecessors. Deviates in nearly all aspects, because the hydromechanical foundation defines HYT and, of course, is the basis of the new model which is called H3 no surprises there. The name is the only unsurprising thing about this exotic wrist machine which, in the corridors of the Watch Fair, was already being compared to a typewriter. But the H3 obviously isn't. The H3 is a watch. Still, working out how the watch functions and how to read the time requires some attention. Here we go. The basis of the mega-complicated H3 is the fluorescent liquid pumped through a tube along a linear hour display. This hour display is also unusual, because it consists of six cubes with sides numbered 0 through 23. The power of the liquid tips the series of blocks that enable a 24-hour display and after each six-hour cycle the liquid races back to the start. That is retrograde 2.0! The minutes can be read in the bottom right-hand corner. Of course a traditional seconds hand would be unacceptable so a linear minute display was constructed. A red articulated arm sweeps across a minute scale and when the hand reaches 60 it moves back to 0. Compare the construction of the seconds hand with the drive arm of a steam train. The com-

bination of form and movement makes for a fascinating spectacle and it is immediately obvious that there is a wealth of technical knowledge behind this watch. Correct. The H3 was developed in conjunction with the complication specialists at APRP (Audemars Piguet Renaud & Papi). The HYT H3 measures 62mm x 41mm and the 'watch theatre' is housed in anthracite PVD-coated titanium and platinum. Only 25 copies will be made and the price will be approximately 280,000 euro.



... fluorescent liquid pumped through a tube along a linear hour display ...



# Looking for the perfect watch strap

The watch around a person's wrist is an expression of his or her personality. But although the watch listed in the catalogue may be produced in a small edition, that edition is identical. Those who truly want to be different wear something unique. A personally selected, different strap is a good place to start. We are looking for a personal strap.



he importance of the watch strap continues to increase. The focus on the connecting part between the watch and the wrist is growing. The number of small and enterprising watch strap makers is increasing, the product range of the traditional strap makers is getting bigger and the watch houses themselves are also starting to take the strap more seriously. In 2015 the watch strap is no longer the afterthought, because a special strap allows a watch producer to differentiate as well. And so, for example, we see straps at IWC that bear the name of renowned Italian shoemaker Santoni, and Parmigiani Fleurier uses straps that are hand made by the leather specialists at Hermès to add extra splendour to its watches. Luxury brand Montblanc has been making watches since 1993 but obviously has a lot of writing implements, sunglasses, fragrances and - since 1926 - a comprehensive selection of leather goods in its catalogue as well.

#### In the pelletteria

Makers of leather bags and belts can make watch straps as well, and that is what Montblanc is doing now. We are visiting the Centre For Excellence in Leather Craftsmanship in the Montblanc Pelletteria in Scandicci, on the outskirts of Florence, the Tuscan city with an age-old tradition when it comes to leatherwork. If we go back even further in the history ofMontblanc we see that a leather workshop was initially established in the German Offenbach - as early as 1935 - to be able to meet the growing demand forpen cases and, later, other accessories as well. But still, the 'pelletteria' was established in Florence in 2006 because the house wanted to raise its own standards in the heart of the leather industry. And it managed to do so. With the help of the talented local craftsmen, and using the best hides from the tanneries in the nearby Santa Croce, an increasingly comprehensive and improved collection was created. And that collection now also features watch straps. Traditions play a major role when it comes to









- ▲ Florence is famous for its traditional role as capital of the leather industry. Only logical Montblanc has founded its own pelletteria in this Tuscan city
- ▼ The strong reputation of Hermès regarding leather continues to shine. The leather watch straps produced by the maison are of the highest quality and made by skilled craftsmen and women









leather. But apart from delivering the highest quality, innovation can also be used to make a name. In the Montblanc Pelletteria there is plenty of room for innovation. Although the very softest leather obviously appeals to everyone - it smells and feels beautiful, the way it is stored here - it is also very delicate. A bag isn®worn close to the skin, but a watch strap is. And human skin is not the perfect environment for leather. We won@go into too much detail, but sweat and the pH value of the skin are not really compatible with the natural product that is leather. And water and leather don@get on too well, either. That® why Extreme Leather was 'invented' in the pelletteria.

Extreme Leather is extremely resistant to human torture. In the laboratory each leather product is tested for different aspects. Robots imitate daily use and climate rooms recreate humid conditions. Extreme Leather is able to resist it all. The straps, with a look that resembles woven carbon fibre, are made of calfskin that has been impregnated with and coated in an (unfortunately) secret material. The process also adds structural strength to the leather and makes it resistant against human skin, water and even fire. The result is a very sporty, strong and high-quality watch strap that gives the watch - for example a TimeWalker, with or without e-Strap smartwatch functions - added class. For the sake of completeness: an Extreme Leather strap, available in a width of 20mm, obviously also fits non-Montblanc watches.

#### Leather in the safe

Equally extreme is Hermès, although in this case the term refers to something else. The French house symbolises extreme durability, luxury and quality. The luxury represented by quality is highly visible in the leather workshop in the Swiss town of Brügg, just outside Bienne. A rainbow of colours in a range of



#### **NYLON NATO**

Hermès will happily make you a personalised watch strap in any desired size, colour and leather type. However, as you will understand from the description of the artisanal production methods, such a strap comes at a price. For those who do want an individual strap but don't want to pay that high price or simply want to choose from a rainbow of colours, the simplest and cheapest way of personalising a watch is purchasing a NATO strap. As the name implies, this strap was originally intended for military use. That has the advantage that a nylon NATO strap is virtually indestructible. Other benefits are that they are easy to fit and the range of colours and patterns is now almost endless. Not all nylons are equal, so it is important to choose a strong and comfortable NATO or ZULU strap. To clarify: a ZULU strap is an extra-strong, slightly thicker NATO strap, but with rounded loops instead of squared ones. The Dievas brand - shown here - supplies a large range of colours, patterns and widths, and the excellent quality of the nylon used for the NATO and ZULU straps is very comfortable to wear. Not too slippery, closely woven, flexible and not irritating to the skin. Equally important is the fact that the watch does not slide across

the strap, because that would mean that the watch would move back and forth on the wrist as well, which would cause friction between the nylon and steel and that, in turn, would result in a polishing effect. It can never be the intention for the strap to gradually wear off the engraved case back of your watch while you are wearing it. Dievas has a good reputation in that respect. The straps are not 'pot scrubbers' and the use of extra-hardened stainless steel clasps and loops are added proof of their good quality. From sites like watchbands.co.uk you can get a strap or straps starting at just 15 euro, that will change the personality of your watch in the blink of an eye.

#### **RUBBER NATO**

The popularity of the nylon NATO strap has not gone unnoticed. These days brands supply standard NATO straps or variations thereof, and a quick look around the internet also shows the existence of thin, leather NATO straps. Even delicate alligator skin is among the possibilities. And now there is also rubber. Rubber straps have been a fixture in the world of the luxury watch for some time now, but a rubber NATO strap is completely new. At Ace



Jewelers in Amsterdam they are crazy about watches and everything associated with them, and therefore also about NATO straps. Someone at Ace decided that it would be perfect to combine the comfort and convenience of the NATO strap with the unequalled water resistance of rubber. A potential producer was found and now the Ace Collections NATO strap is available in online and offline Ace Jewelers stores. There are different colour options in the 22mm width and three rugged-looking camo versions are also available to match the current fashion trend. Prices range from 39 to 49 euro and as an added extra a collection with matching bracelets has also been developed. The straps are very comfortable to wear - not least because of the flexibility of rubber - and look tough and sophisticated at the same time, because of the fine structure of the rubber and the carefully chosen colours that give the straps distinction.

leathers is waiting in the safe underneath the building until the leather virtuosos get to them. First of all heavy-duty, hand-operated machinery is used to stamp the initial shape from the hide, and different layers of leather are cut. Just so you get the picture: a maximum of five straps are made from the belly part of the alligator hides that come from the south of the United States via an Italian tannery, and the remainder is used for smaller objects. All in all it takes around 20 minutes to cut the various pieces of leather, after

which the pieces can move on to the next department.

This is the department where Romanian Delia Ionescu works. She truly is a passionate leather virtuoso, and she loves watch straps. To her it is a challenge to realise a small and sophisticated ultimate artisanal creation in leather. No, she wouldn't prefer to work on the famous Kelly bag made by the house; Delia is consumed by the finest leather handiwork. Delia and her five colleagues in the department work on the same strap from start to

finish, so each strap that leaves the workshop is truly a highly personal strap right from the start. In Delia's department the straps are glued, folded, cut, punched, stitched, sanded, scorched, pressed, painted and lacquered. It is a lengthy process that is performed with the greatest possible care. Making the tiny loops that are cut on the diagonal, fitted and measured and then stitched is a process that is as meticulous as assembling a mechanical movement.

The vast majority of Hermès watch straps

II BACKGROUND

are made of calfskin, and the name Barenia is music to the ears of connoisseurs. It is the thick, strong hide of French cows that is now used exclusively by Hermès. In the hands of Delia and her colleagues the coarse cowhide is turned into a delicate, hand-made, quality product. The five experts in Brügg make around eight straps per day. In Paris there is another leather workshop where watch straps are made - this is where very special wishes are also realised - by a further twelve craftsmen. The straps that are made here complement the watch they are fitted to. This is the way Hermès works. It is a method that inspires admiration and contributes to the special personal bond you develop with the watch you wear.



Montblanc e-Strap in Extreme Leather



#### STRAPS MADE OF TYRES

What an excellent idea, making watch straps from recycled tyres. Buck!t does it. In Adelaide, Australia, belts and watch straps are made from old bicycle tyres (not just any tyres, but racing tyres). This is recycling at its greenest, because the people who started Buck!t cycle everywhere themselves to collect old bicycle tyres from various bicycle repair shops. A piece of (former) tyre on the wrist is better than tyres in a landfill or dumped by the side of the road. The strap surrounding the Glycine Combat is a Vittoria Open Corsa Evo-CX. Bicycle specialists know that this Italian tyre is known for rolling smoothly and effortlessly, but the wrist is not a piece of asphalt. It's almost amazing to discover that the strap is problem free and comfortable to wear. The outside is profiled but the inside obviously isn't, and the strap is carefully finished and smooth where it needs to be. The attention to detail is amazing. The Vittoria logo is an added touch and the screw makes the whole thing look ruggedly industrial. It is also admirable that the strap as a whole doesn't look like a gimmick, but like a fully-fledged alternative to a traditional strap. Select your favourite bicycle tyre / watch strap on buckitbelts.com to express your personality and love of the open road. Converted from Australian dollars a virtually indestructible and therefore extremely durable Buck!t straps costs around 55 euro.

#### **QUIRKY NATO**

For those who find nylon too artificial and rubber too rubbery there is now also the option to choose a Suigeneric NATO strap. This brand was established in New York in 2013 by friends Wonjin Lee and Michael Park, who have a fashion background and a love for watches. The Suigeneric straps are designed in 'The Big Apple' and made in Korea of waxed cotton, and are available in the wildest colours and patterns. Camo, polka dots, stripes, checks, you name it, Suigeneric has it. The Speedmaster with a Suigeneric strap with 'houndstooth' design sits slightly higher on the wrist than a standard or rubber NATO strap, but is definitely not uncomfortable. The wax coating of the cotton and the finishing method gives the strap, which costs 45 euro, a luxurious feel. The wild pattern is striking but not over the top. Compare it to wearing a bright tie or contrasting socks. It's quirky without being clownish. Visit Suigeneric.com to see all the available colours and patterns. In the Netherlands the straps are available from Ace Jewelers.



0024 WATCHWORLD |



By: Britta RossanderSpecial thanks to: Nymans Ur 1851, Krons, Bo Berggren Urhandel and Ole Lynggaard CopenhagenPhotography: Eric Satten- all in Stockholm, Sweden - for lending us the watches and jewelry



66 | | | | | 0024 WATCHWORLD | |







Steel TAG Heuer Carrera Calibre 1887 41mm chronograph on an alligator leather strap White gold diamond bracelet by Bulgari





#### From left to right

Audemars Piguet Royal Oak Offshore 37mm with ceramic bezel, rubber strap and diamond

Raymond Weil Freelancer Lady Automatic with black diamond

Rose gold Jaeger-LeCoultre Master Ultra Thin

IWC Portofino Midsize in rose gold with diamond

| | 1 0024 WATCHWORLD | | | | 71



Breitling Navitimer equipped with an in-house movement Gold Lotus No. 4 ring by Ole Lynggaard Copenhagen with a very large coral gemstone and diamond



Ceramic Panerai Radomir PAM00384 A. Lange & Söhne 1815 Manual Wind 38,5mm in white gold

## Urban Jürgensen

When Urban Jürgensen returned to his motherland



When your next big birthday is 250 years, you are expected to represent a rich portfolio. Like this very early pocket watch from 1821

The Danish watchmaker was knighted in 1861 due to his exceptional skills



Urban Jürgensen & Sönner does not only have a 242-year-old history behind it. The Danish watch brand also has a very promising future ahead of them.

olex, Omega, Cartier and TAG Heuer. All very well known watch brands. Not only because of their watches but also for the people wearing them. Some of which are sponsored to do so, others not. There are however also watch brands that do not pay any celebs to sport their creations, nor do they have banners at every televised sports event nor VIP booths at Formula One races. Urban Jürgensen & Sönner is such a brand. And it has strong Danish roots. The story of the brand dates back to 1773, when the young Danish watch maker Jørgen Jørgensen inspired his sons to follow his watch making footsteps. Jørgen later changed his name to Jürgen Jürgensen to add an International flair to his name.

It was however his son, Urban, that made it big and not least wrote a legendary book on watch making and precision in 1804. A book, mind you,

still used in modern watchmaking training. Urban Jürgensen died in 1830, but the family owned watch company continued their success, when the sons Jules Frederik and Louis Urban took over after their father's death.

Especially Jules understood the fine art of watchmaking and continued to run the company successfully until 1886, where an employee, Heinrich Eduard Kiens, took over the Swiss part of the company. Kiens was in charge of the production until 1919, when Heuer bought the company and produced high-quality wrist-and pocket watches under the brand name Jules Jürgensen.

#### The passionate tourist

Urban Jürgensen® watches were among the most impressive and precise of their time, especially his naval chronometers. But today it is all about wristwatches bearing his name. And this was made possible, when a Swiss collector, Peter Baumberger, visited the hometown of the Jürgensen family, Copenhagen, in 1976.

During his stay in Copenhagen Baumberger visited a store offering Jürgensens pocketwatches, unaware that the store was owned by Christian Gundersen, an ancestor of one of the four families that purchased the Urban Jürgensen brand name in 1954. When asking about the price for the showcased Jürgensen pocket watches, the storeowner jokingly suggested, "Why not buy the whole company". The joke became reality, when Baumberger indeed decided to buy the company and rights to produce watches – and hence gave rebirth to a proud watch company that had been a sleeping beauty for several years already.

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#### From joke to reality

Baumberger launched the first wristwatch with the Urban Jürgensen name on the dial in early 1980s. Swiss craftsmen produced the movements and immaculate finish of precious metal cases and the most talented artisans in the Swiss valleys also made the dials for Baumberger's first collection.

His watches became a niche brand way before Urwerk, MB&F, Peter Speake-Marin etc. had started pre-school and with a solid interest from especially Japanese and Danish watch collectors.



Urban Jürgensen & Sönner follows very strict design lines and produce watches according to traditional watchmaking Urban Jürgensen came back on its feet and adorned the wrists of many aknowledgeable gentlemen.

Baumberger wanted to up the game and started working on a movement together with independent watchmaker Derek Pratt, inspired by the marine chronometerswith

detent escapements and high precisions, used by the Russian and Danish navy, which made Urban Jürgensen world famous in the early 19th century.

Together with movement designer Jean-François Mojon and watchmaker Kari Voutilainen, both very well respected names in the industry, Baumberger created two in-house movements, each small enough to fit in a wristwatch. Even the dial layout is inspired by these early marine chronometers.

#### New movements and new owners

Baumberger® untimely death in 2010 meant that he never saw his in-house movement in fully working condition. Instead Helmut Crott of Auktionen Dr. Crott took over the company. A man of huge industry knowledge and understanding of independent watch making, Crott ensured that Baumberger® ideas were brought into life.

However in November 2014, Crott decided to sell the company, as five Danish investors made an offer, he could not refuse. Not so much in terms of digits on the cheque, but because of the nationality of the buyers: Urban Jürgensen would once again be Danish, coming back to the roots.





- 1 The ref. 1140 in platinum with P4 movement offers exceptional dial work and unique numerals. This and four other 40-millimetres ref. 1140 novelties were presented during BaselWorld 2015
- 2 The case of the new ref. 1140 consists of three pieces with concave middle case, individually soldered tear-drop lugs and a convex bezel
- 3 The ref. 1140 in white gold has a to-die-for hand guilloche blue dial and chiselled white gold indexes

#### Passion and business

Lars Erik Nielsen is the one of the five new Danish owners and also acts as chairman of the board. He made his money, when Blackstone bought Nielsen's Maldivian Air Taxi in 2010. We asked him, why he and his four partners decided to invest in a fairly unknown watch company.

LEN: "First of all because Urban Jürgensen & Sönner is a very interesting brand. Secondly because it has Danish roots. We feel that the brand is a great mix of passion and business. Of course it would not be wise to buy with the heart, so we also purchased the brand, because we think it has great potential." 0024: "But why not just start a brand new company instead?"

LEN: "We have seen how i.e. Hublot and A. Lange & Söhne have had great success in relaunching their brands. I am not saying that we will 'do a Hublot', but it is interes-

and we want Urban Jürgensen & Sönner to become one of the most respected watch brand sin the world." 0024: "Do you have a passion for watches?" LEN: "I have a passion for quality. I started a five star hotel in a five-star environment on the Maldives. These are good examples of

ting to revive a brand

my passion for quality and it is the quality of Urban Jürgensen & Sönner's watches that attracted me to the brand."

0024: "But aren't wristwatches oldfashioned products without a future?" LEN: "Oldfashioned, yes. But what really attracts me is the craftsmanship, which Urban Jürgensen & Sönner always offered. We are creating extraordinary watches for



very few privileged that really appreciate true quality and traditional watchmaking. Of course it will take time and money, but we have a solid five-year-plan and with five new models presented during Basel-World 2015 we are very confident.' The company that Lars Erik Nielsen & Co purchased in November

2014 has a small annual production of highend watches with an entry price of approximately euro 45.000 and only offered of precious metals. Their goal is to produce between 1-2000 watches a year and by time expand their portfolio. The most expensive Urban Jürgensen wristwatch that was ever produced was a euro 600.000 platinum minute repeater with tourbillon.







"What attracts me is craftsmanship"

An interesting book on Urban Jürgensen & Sönner written by the Danish historian John Knudsen can be ordered via ujs-chronometry.ch

# 0024 European WATCH of the 2015 Year Awards STOCKHOLM EDITION

This year the 15th edition of the annual 0024 European Watch of the Year event will be held in Stockholm, Sweden. For the first time 0024 WatchWorld is organising the award ceremony in conjunction with prestigious Nymans Ur, a top-level jeweller with a range of brands that is guaranteed to make the mouth of every aficionado water.



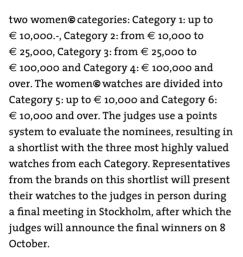
#### International

A lot has changed since 0024 WatchWorld organised the first Watch of the Year Awards in the Netherlands in 2000. From a national edition the Watch of the Year Awards grew into an international spectacle which, in 2012, was held in London for the first time under the name 0024 European Watch of the Year Awards. After three years in England the Award ceremony is now travelling north to Stockholm, where the winners will be announced on 8 October, during the 2-day Watchout event of Nymans Ur.

#### The nominations

A very large number of watch houses have each nominated a maximum of two special watches from different categories for the 0024 European Watch of the Year Awards. All the watches that were launched in the Benelux or Scandinavia in 2014 are eligible for nomination. This year there are six price categories, divided into four men's and





#### The judges

This year the panel of judges consists of seven watch experts and dedicated collectors. First of all there is the Managing Director of Invapay, Sid Vasili, a passionate watch collector and a regular on the panel. Olof Larsson is the owner of Nymans Ur and in that capacity, and with his knowledge of watches and the watch market, makes an important contribution to the panel. Highly experienced watch journalist Britta Rossander from 0024 WatchWorld can draw on a treasure trove of knowledge; talented watchmaker Henrik Samuelson from Nymans Ur will cast an experienced eye on the movement technology in the submitted watches and the name of new judge Blomman will ring a bell among many a watch lover. Using the Internet pseudonym Blomman, this collector/connoisseur is the moderator of watch forum PuristSPro and consequently a highly valued judge. As the international Editor-in-Chief of 0024 Lex Stolk is also a judge on the panel. The chairman is Harry Wijnschenk, watch lover, publisher of 0024 Horloges and 0024 WatchWorld and founder of media company MotoMax Media B.V.

#### Vilken är din favorit?

This year a special Readers' Award will once again go to the watch that gets the most votes from our readers. The winner of this Award will be determined by the readers of both 0024 Horloges and 0024 Watch-World. Vilken är din favorit? In other words, what® your favourite? Be sure to tell us on www.oo24watchworld.com. You can vote untill September 18th, 2015. ■

















## DISPLAY



Work on the 0024 European Watch of the Year Awards 2015 is starting to come together and the event will be held in Sweden for the first time. This will take on magnificent proportions in conjunction with the Watchout Event at the Grand Hotel in Stockholm, which is being arranged by Nymans Ur 1851 at the beginning of October.

It is an honour for all watch enthusiasts in Sweden that Scandinavia has now been placed on the map as far as interest in watches is concerned too. The proposed watches will be presented to the panel early in the autumn. The watches we'll be able to see are innovative, produced with great affection for the art of watchmaking and with an original design; maybe some with 'smart' functions as optional extras.

François Thiébaud, Chairman of BaselWorld's Swiss Exhibitors Committee with chief responsibility - amongst other things - for the Tissot and Certina trademarks within the Swatch Group, told us at a press briefing before the BaselWorld 2015 opened that smartwatches do not pose any threat to the Swiss manufacturers of mechanical watches, referring to what happened during the quartz crisis at the end of the 1970s and during the first half of the 1980s.

Mr. Thiébaud believes that young, technically-minded and inexperienced watch customers with a smartwatch on their wrist will be urged to explore and to use traditional watches with greater flair, forcing the classical watch industry to keep up and to seize on this new clientele.

There is no doubt that watchmaking and micro technology will enjoy top priority during the two days of the Watchout Event. Those of us who have viewed the presentations that have been arranged know that what will be on display is the crème de la crème and on one of the days the doors will be opened to an interested public.

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### SMARTWATCH WIBES



Smartwatches command acres of news these days. Diehard collectors of traditional watches say no, open-minded collectors of fine timepieces would consider wearing them on the other wrist, and kids love them.

Personally I am somewhere in the middle. This is because I am an Apple-guy. My iMac at the office, MacBook Air laptop, iPad Mini and iPhone all are great products and I am a great fan of just about everything Apple. But you will not see me in a sleeping bag outside the local Apple store with the first movers and tech bloggers, once the Apple smartwatch is ready for sales in my part of the world.

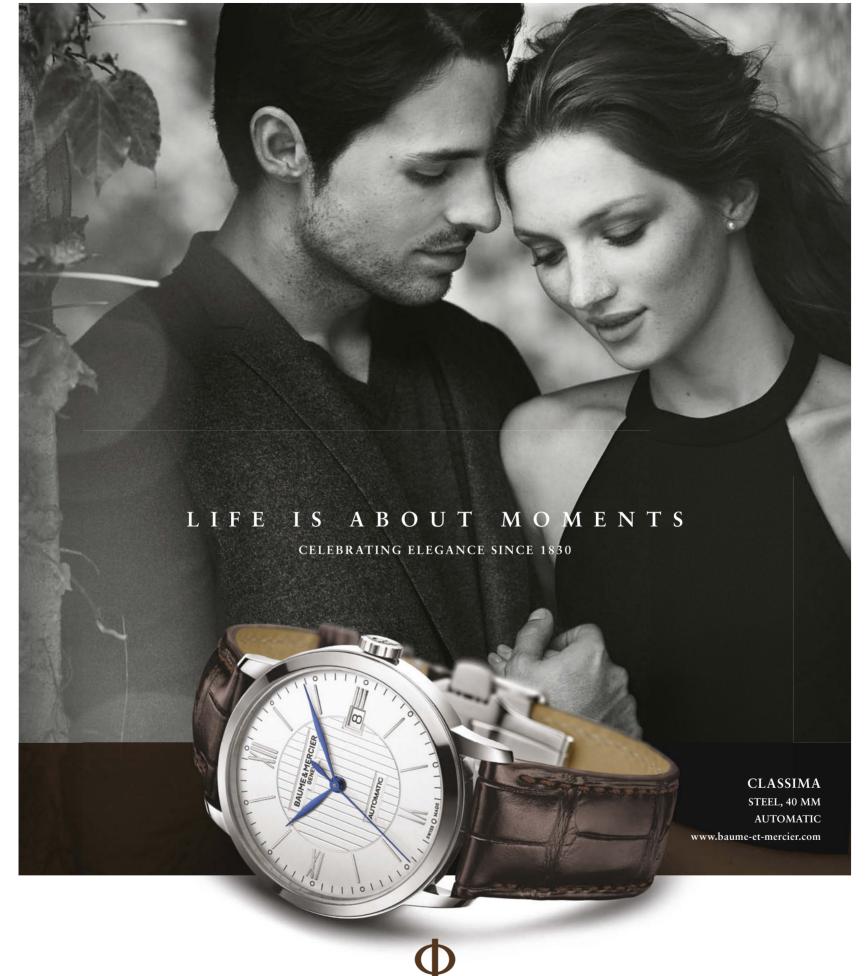
That said, I'm getting the smartwatch vibes. Not because Pharrell Williams is a fan on Instagram. Nor because Stephen Pulvirent from Bloomberg writes great articles about it. But because I am pissed off with the service charges I get when I bring in one of my mechanical watches in for maintenance. And it occurs to me that one of the biggest threats from the smartwatch to traditional watchmaking is the fact that a good old mechanical luxury watch will either be replaced or even trashed for a newer version in the Apple treadmill. That Apple device will never come back after six long months of after sales service at the manufacturer with a charge of 4.000+ euro.

But even if the die-hard mechanical watch fans show only contempt, they might consider wearing the Apple Watch while their beloved mechanical timepieces are at the service spas in the Swiss Jura mountains. And this is where the traditional watchmakers should fear the smartwatch incursion: it just might remain on our wrists, the right one. Or heaven forbid, promoted to the left-hand wrist if you do not speed up the after sales services and also keep the bill at a reasonable level. And should the retailer email you with a delayed return date of your mechanical timepiece, then you can respond with a standardized reply from your Apple watch. May I suggest an angry smiley followed by the thumps down sign?

## PIAGET

#### Perfection in Life





#### BAUME & MERCIER MAISON D'HORLOGERIE GENEVE 1830

DENMARK: COPENHAGEN: HVELPLUND, ØSTERGADE 15

NORWAY: BERGEN: PROTID IVERSEN & CO UR OG SMYKKER, LAGUNEN STORSENTER • PROTID J. GJERTSEN, TORGALMENNINGEN 8 – GALLERIET

OSLO: DAVID ANDERSEN, KARL JOHANS GATE 20 • PROTID URMAKER CHRISTENSEN, STORTINGSGATEN • HEYERDAHL GULLSMED & URMAKER, KARENSLYST ALLÈ 16

PROTID URMAKER MALMNES, FORNEBU S SANDEFJORD: PROTID URMAKER NÆSS, STORGATEN 2 SANDVIKA: PROTID URMAKER LARSEN, SANDVIKA STORSENTER

STAVANGER: OTTEREN GULLSMED & URMAKER, KIRKEGATEN 10 STRØMMEN: PROTID URMAKER Ø. THOMASSEN, STRØMMEN STORSENTER

SWEDEN: GÖTEBORG: KLOCKMASTER HANSSON, FRÖLUNDA TORG LUND: KLOCKMASTER B. LARSSONS KLOCKOR, KLOSTERGATAN 14

MALMÖ: URHANDEL BERNHARD HUKE, BALTZARGATAN 32 STOCKHOLM: KLOCKMASTER FÄLTÖVERSTEN, KARLAPLAN 13

UPPSALA: BERGSTRÖMS UR, DRAGABRUNNSGATAN 32